

You as the Product: Reinvent Yourself using Lessons from Product Innovation

Julia Västrik
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Facts

- Located in Tallinn, Estonia
- Education: Computer Science
- President of Agile Estonia and organizer of Agile Saturday Tallinn

Previously also:

- * Software Engineer
- * Project Manager
- * Scrum Master

Languages:

- English
- Estonian
- French
- Russian



Julia Västriik
Agile Coach

Sports

- ✓ Running, strenght training, HllT etc.
- ✓ Roller skating
- ✓ Winter sports



Hobbies

- Drawing
- Reading (a lot)
- Professional communities
- Healthy food cooking
- Wine tasting

A quote reflecting my philosophy:

"The price of excellence is discipline.
The cost of mediocrity is
disappointment."

William Arthur Ward

Or maybe this one? 😊

"I don't have talent, so I
just get up earlier."

Henry Rollins

Enjoy Life!

Fun Fact About Me

I've participated in every European Global Scrum Gathering since 2015:

🇨🇪 Prague 2015

🇩🇪 Munich 2016

🇮🇪 Dublin 2017

🇬🇧 London 2018

🇦🇹 Vienna 2019

🇵🇹 Lisbon 2022

🇳🇱 Amsterdam 2023

🇩🇪 Munich 2025

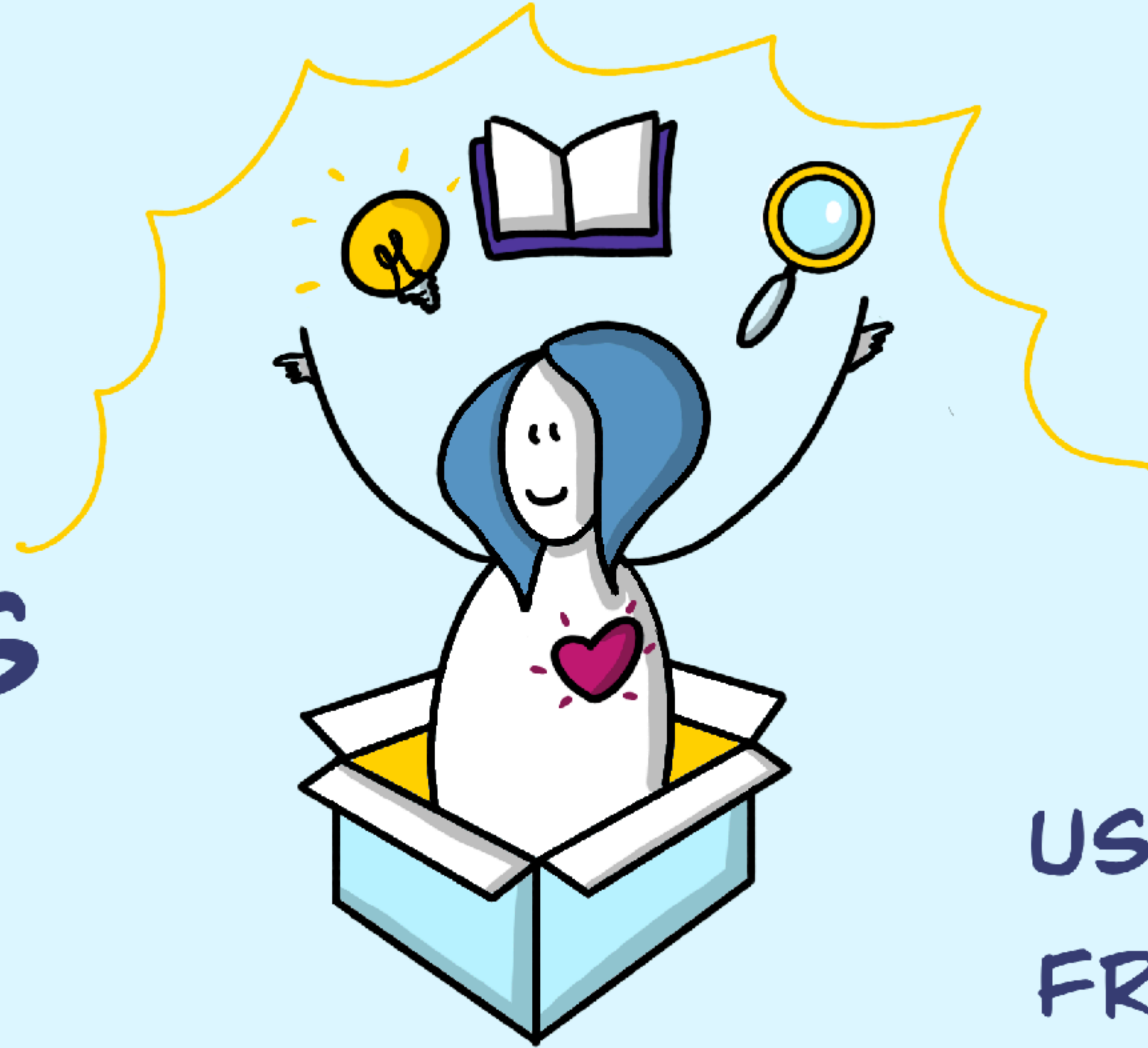


Some facts about Estonia:

- Over 50% of Estonia is covered by forest
- Population of Estonia is just 1.349 million
- 99% of Estonian public services are available online
- Estonia has the most startups per capita in Europe
- Estonia has the most unicorns per capita in Europe



YOU AS
THE
PRODUCT



REINVENT
YOURSELF
USING LESSONS
FROM PRODUCT
INNOVATION

Learning Outcomes

By the end of this workshop, you will:

- ☑ Understand the importance of balance between exploiting existing skills and exploring new opportunities
- ☑ Learn how to identify and prioritize personal innovation ideas
- ☑ Apply techniques to validate new personal development initiatives
- ☑ Reflect on how to embrace discomfort of personal growth
- ☑ Explore strategies for constantly reinventing ourselves



COMPANY PORTFOLIO

Grow

Search

Excel at and improve
what they have



EXPLOIT
THE PRESENT

EXECUTE

EXPLORE
THE FUTURE

INNOVATE

YOUR PORTFOLIO OF SKILLS

Grow

Search

Something you are
already good at



EXPLOIT

YOU CURRENT SKILLS
AND ACTIVITIES THAT
EARN YOU A LIVING

EXPLORE

NEW OPPORTUNITIES
TO EXPLORE TO EARN
A LIVING



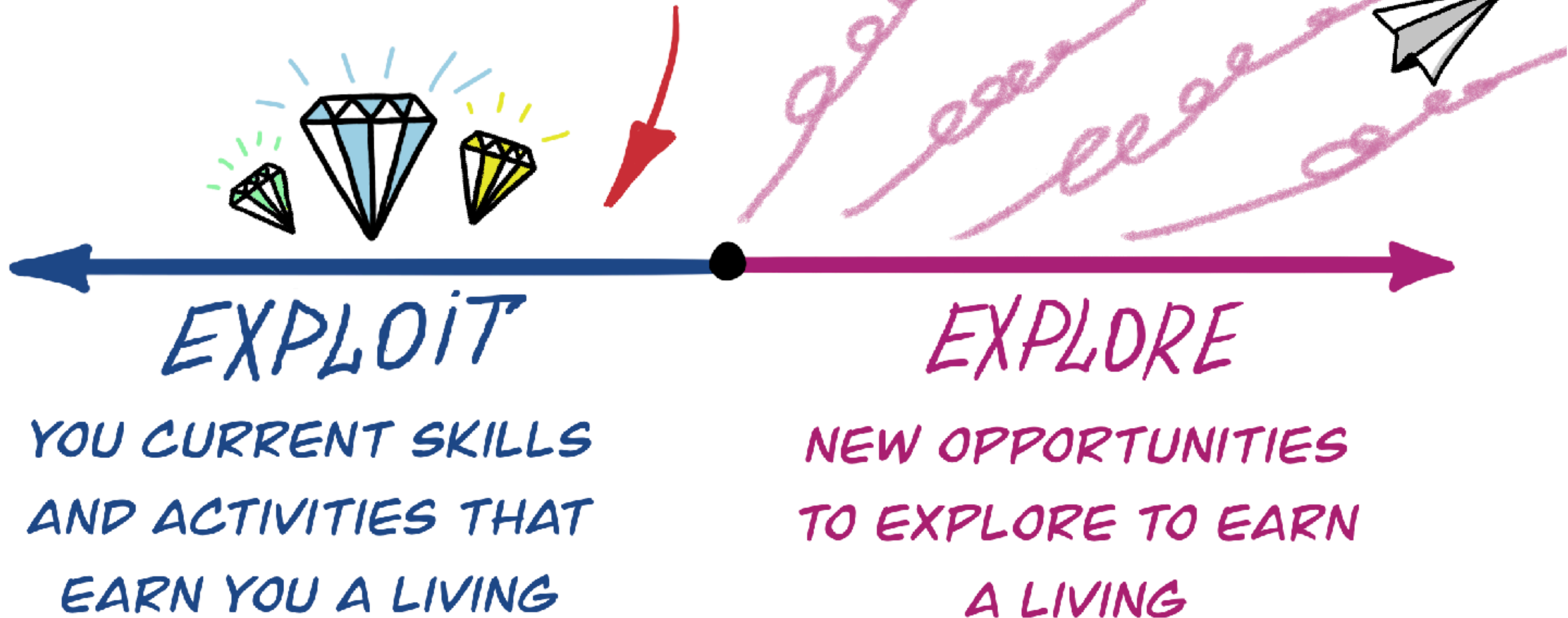
At your tables, have a conversation:

Are you investing enough time to constantly explore new opportunities?

- What do you like to do more:
 - do what you're already good at?
 - or explore new opportunities? Or both?
- Do you feel you have a good balance between **Exploit** and **Explore**?
- Or would you like to **Explore** more - but never seem to have the time?

YOUR PORTFOLIO OF SKILLS

You should start this
when the situation
is still good here



Companies that lost their competitive advantage or went bankrupt



NOKIA
Connecting People



BlackBerry

YAHOO!

🚫 Let's not become a part of this list.
Let's start exploring already today!

YOUR PORTFOLIO OF SKILLS

Stability
Confidence
Quality
Efficiency
Might become boring



Short term



EXPLOIT

YOU CURRENT SKILLS
AND ACTIVITIES THAT
EARN YOU A LIVING

Exciting
Experimental
Go fast and validate
"Good enough"
Long term
Messy
No confidence



EXPLORE

NEW OPPORTUNITIES
TO EXPLORE TO EARN
A LIVING

LEVELS OF PERSONAL INNOVATION

YOU ARE BECOMING
BETTER AT WHAT YOU ARE
ALREADY DOING



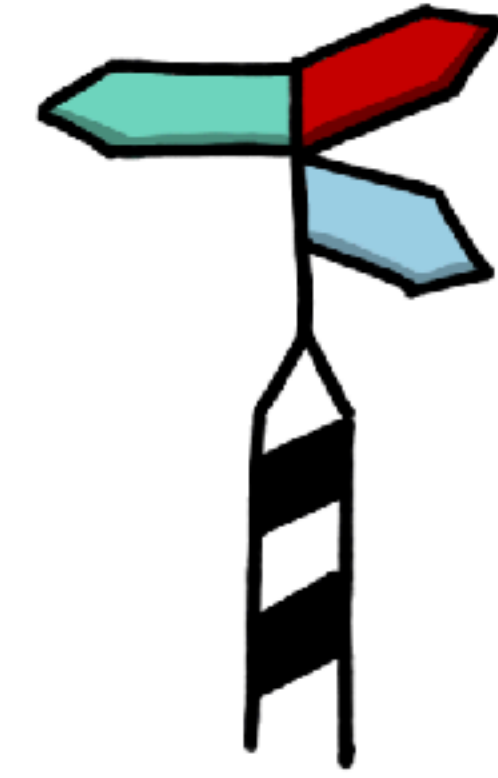
OPERATIONAL

YOU LEARN NEW SKILLS OR
EXPAND YOUR SET OF
ACTIVITIES



PRODUCT

YOU LEARN A NEW
PROFESSION OR START
A BRAND-NEW CARRER



STRATEGIC

Highest Impact

Highest Risk

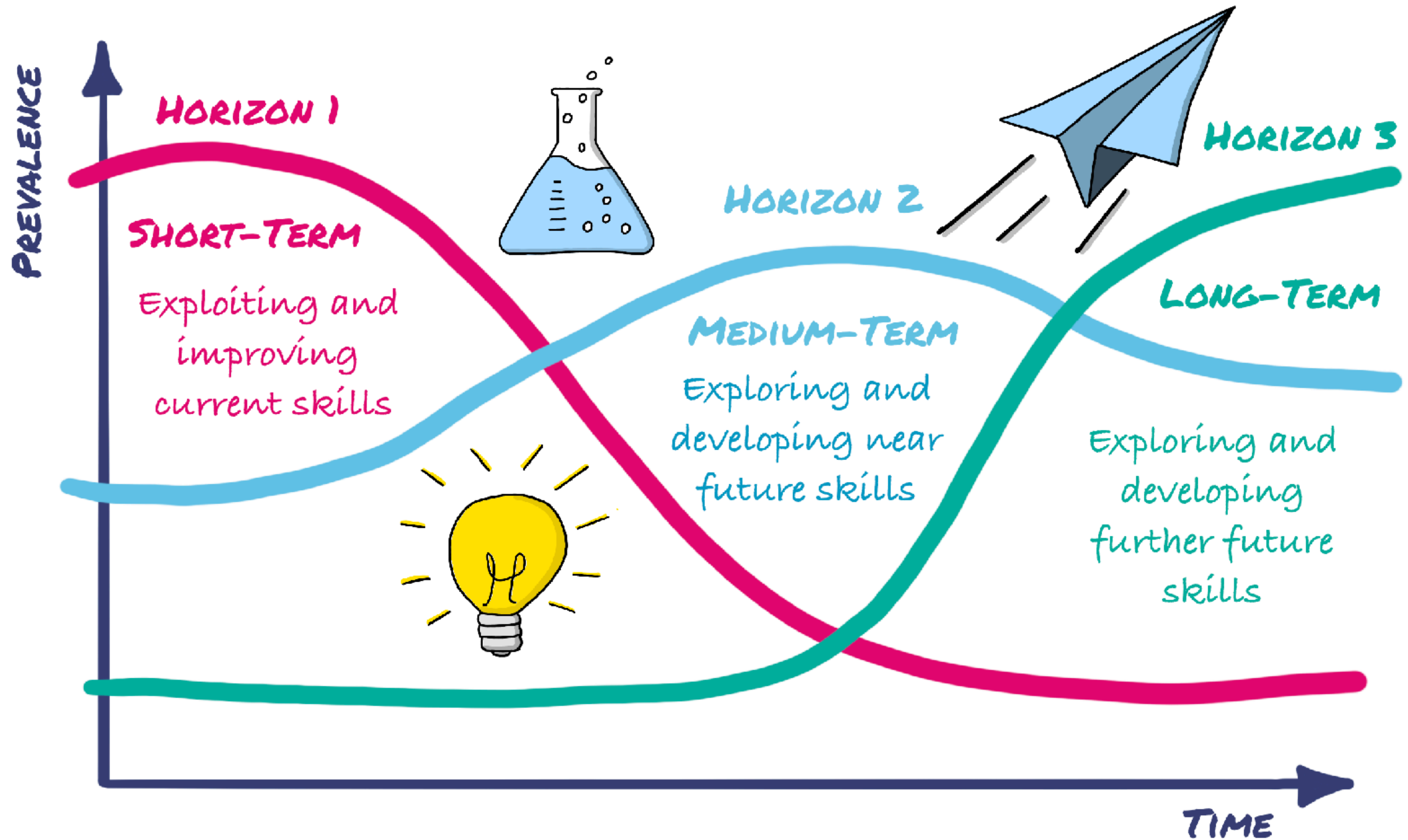
1. Individually:

1. Think of skills you want to develop and new activities you'd like to try.
 2. Write each one on a post-it.
 3. Decide: is it Operational, Product, or Strategic level?
- (~5 min)

2. Share with your table group

(~5 min.)

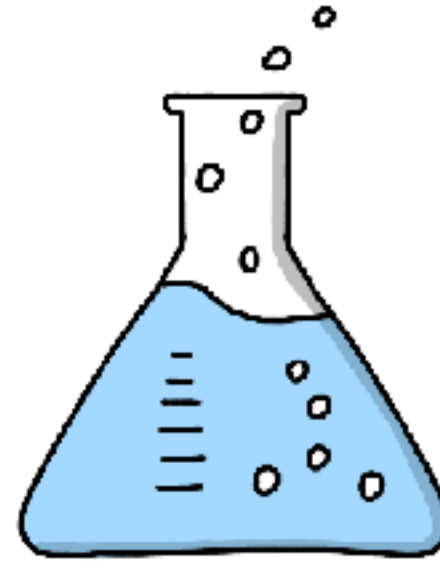
THE THREE HORIZONS OF PERSONAL INNOVATION



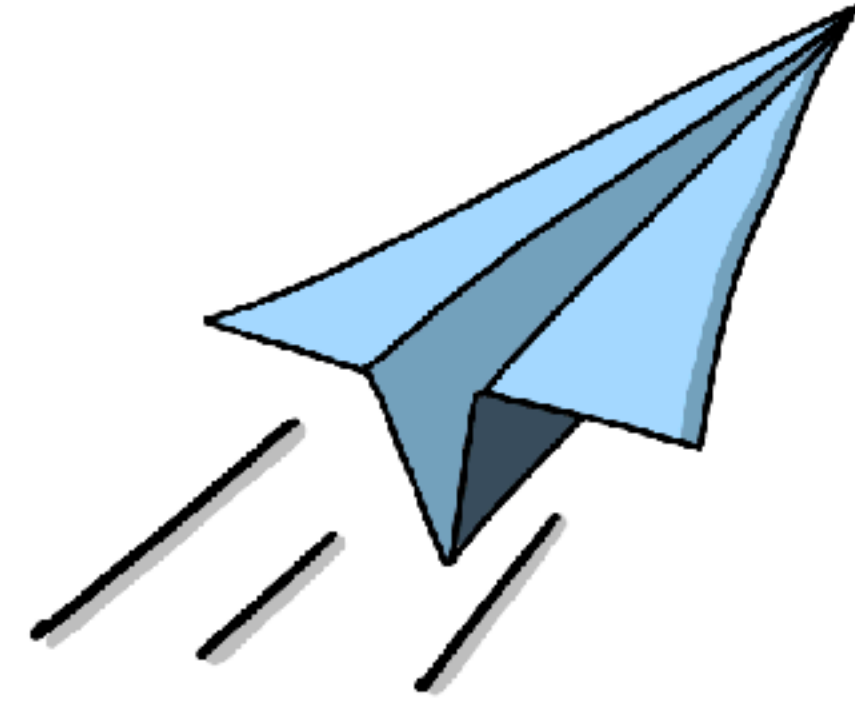
THE SIX ELEMENTS OF PERSONAL INNOVATION



IDEATE



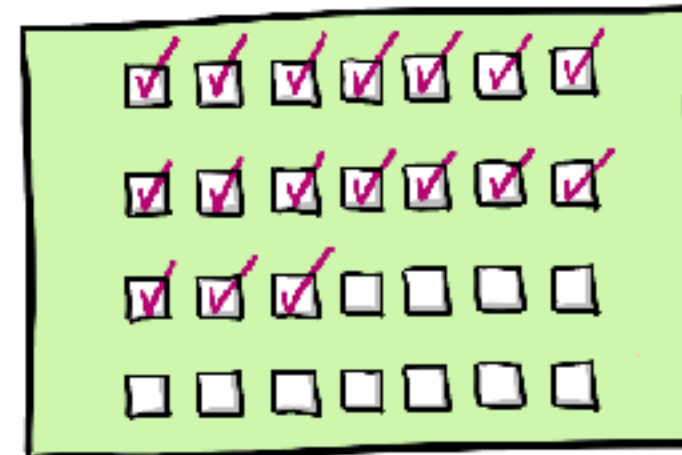
VALIDATE



BUILD MVP



BRAND



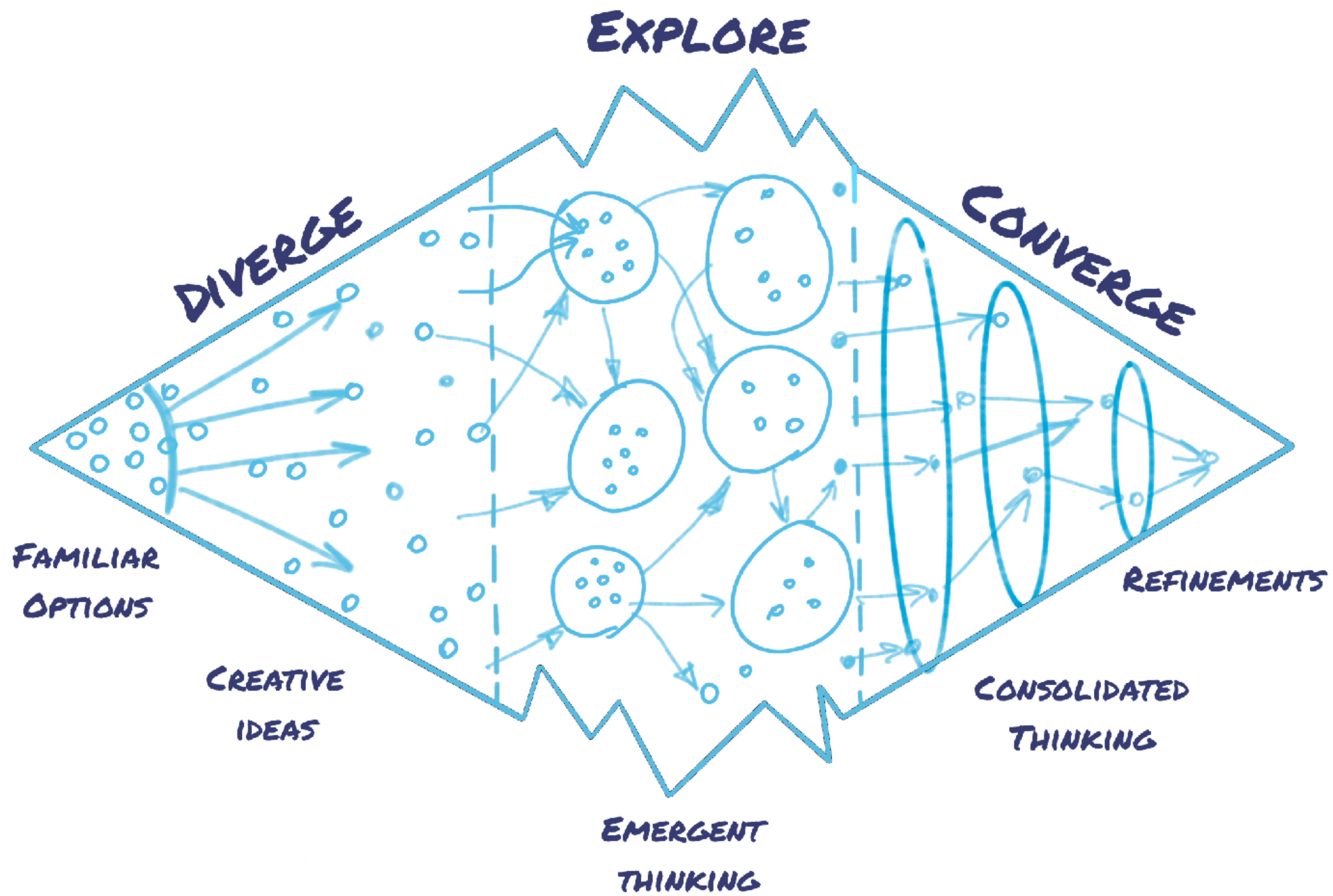
EXECUTE



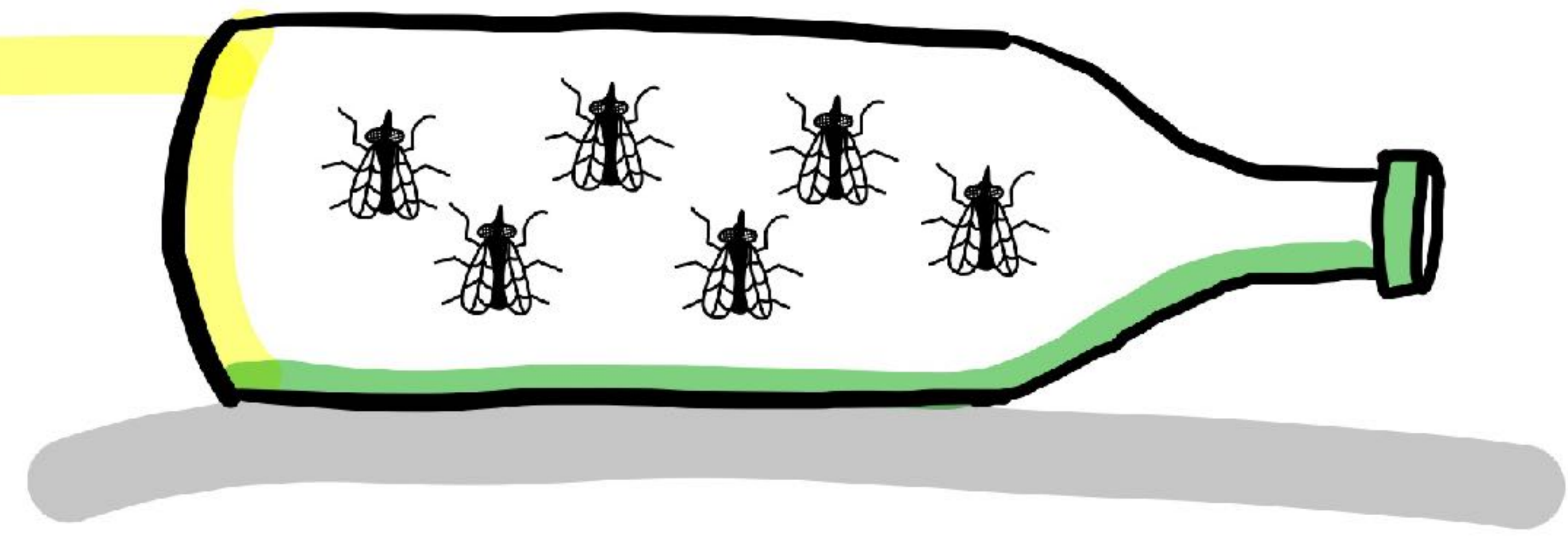
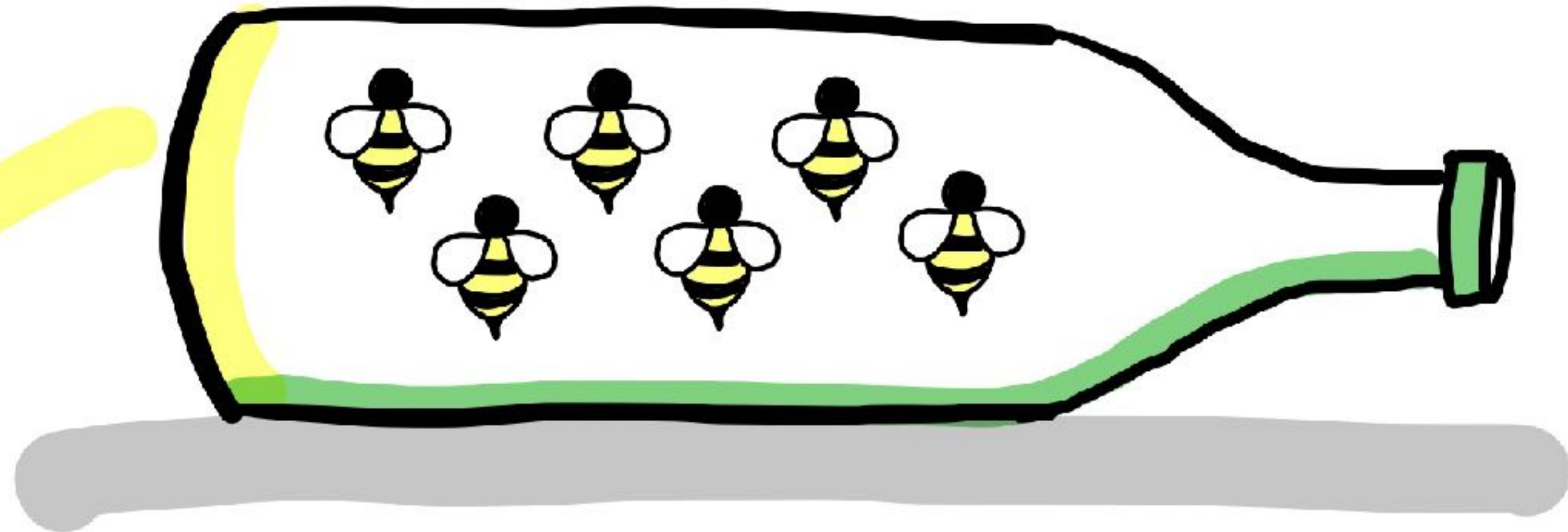
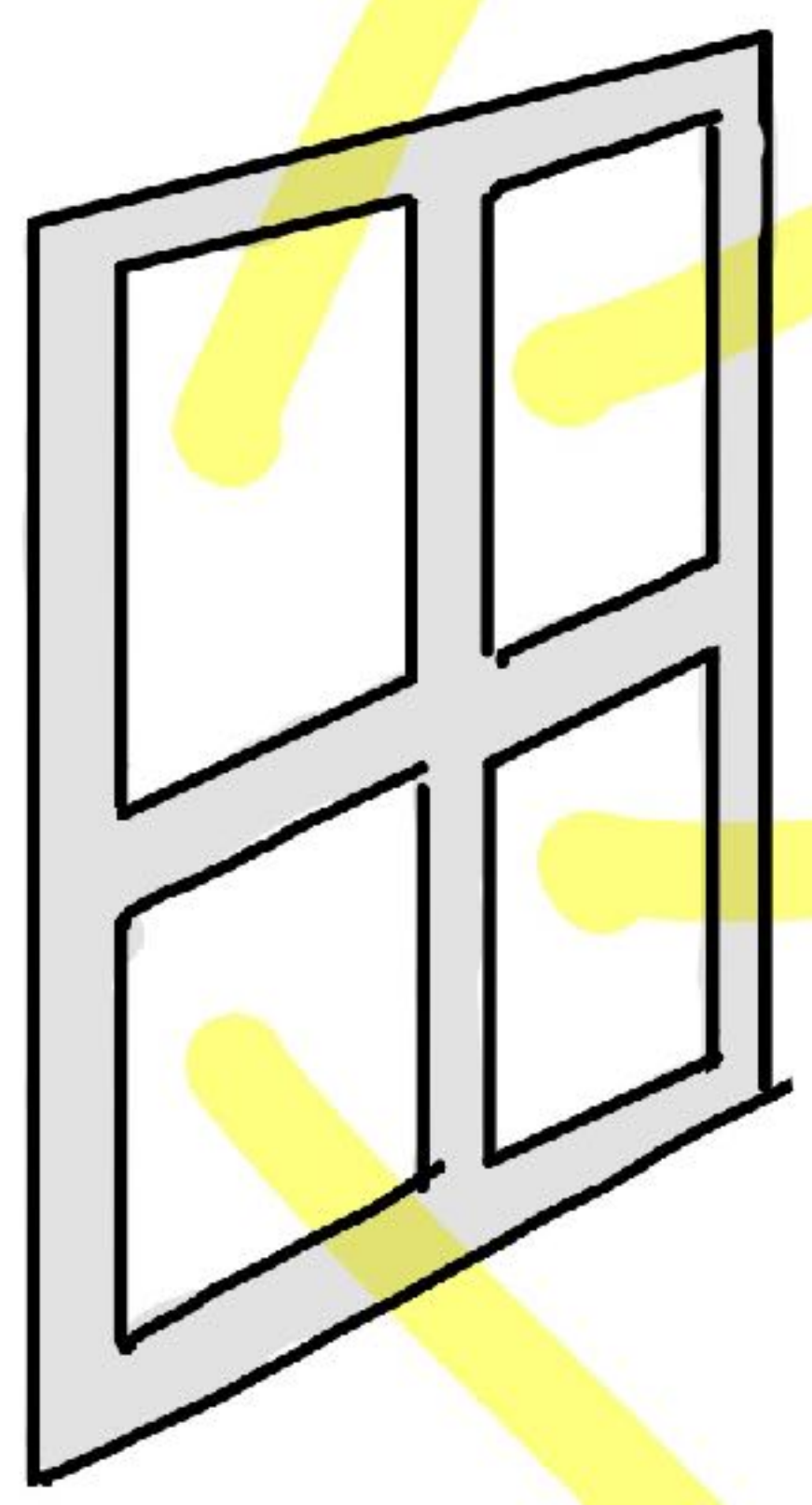
FOCUS

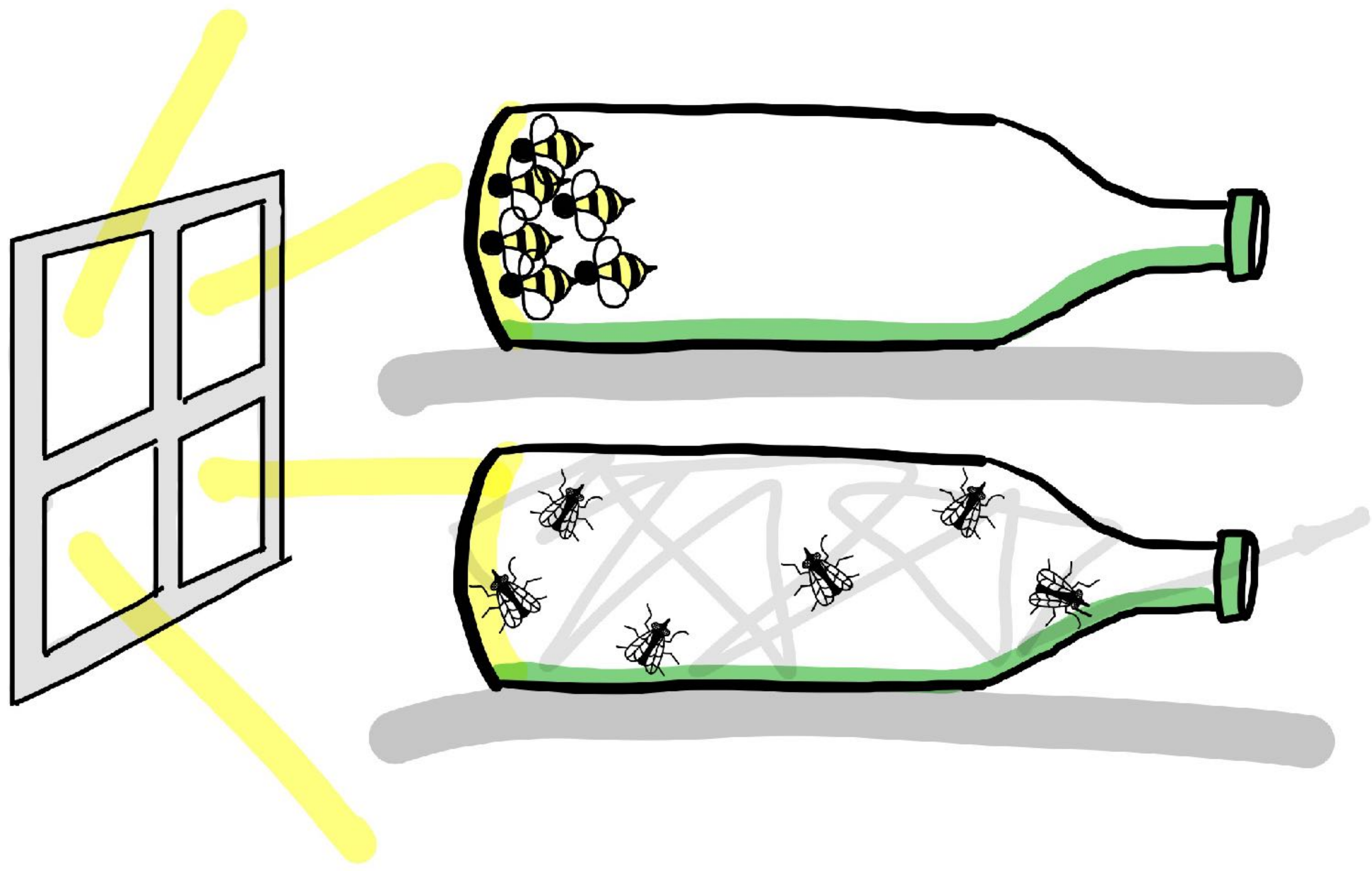
IDEATE

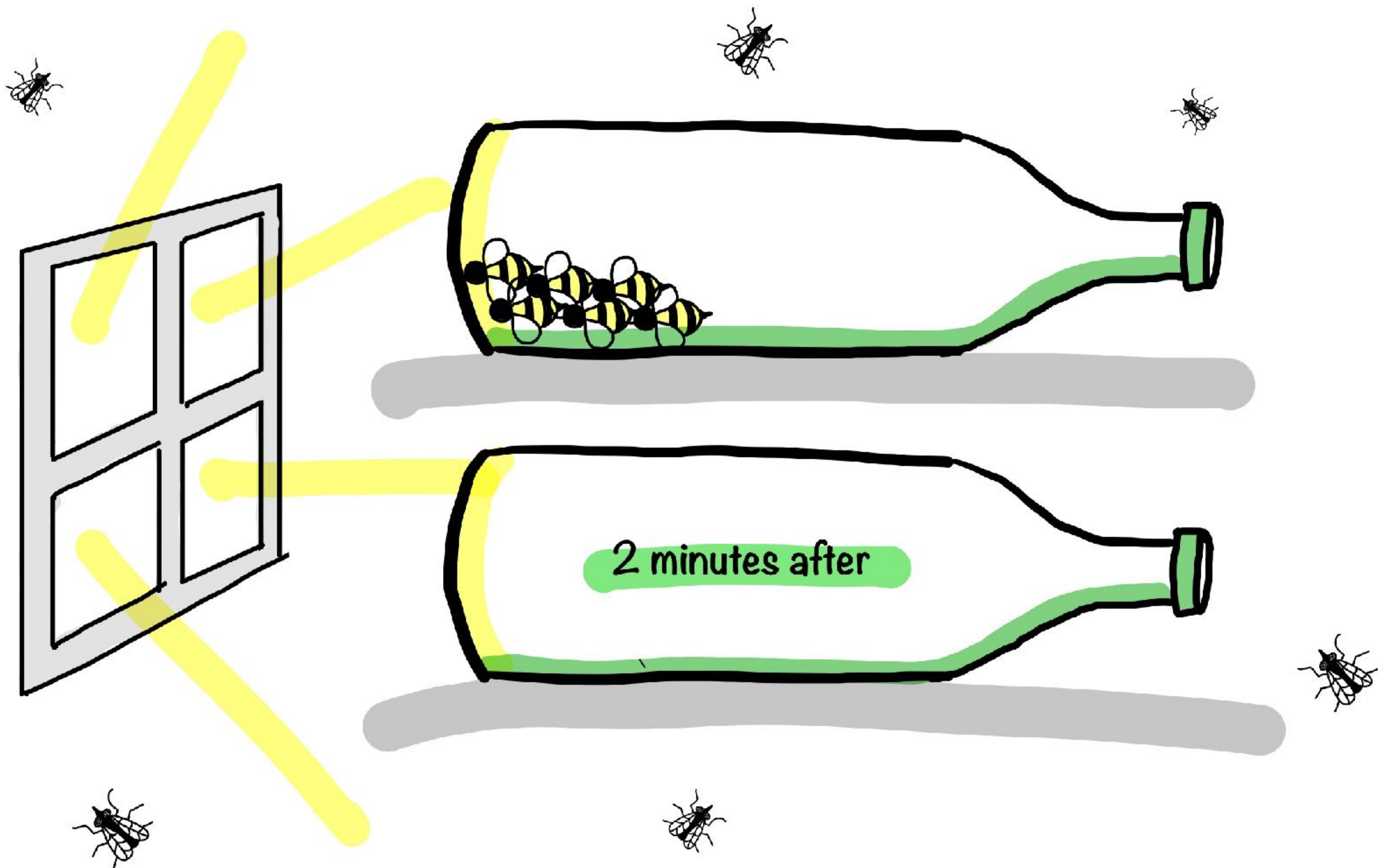




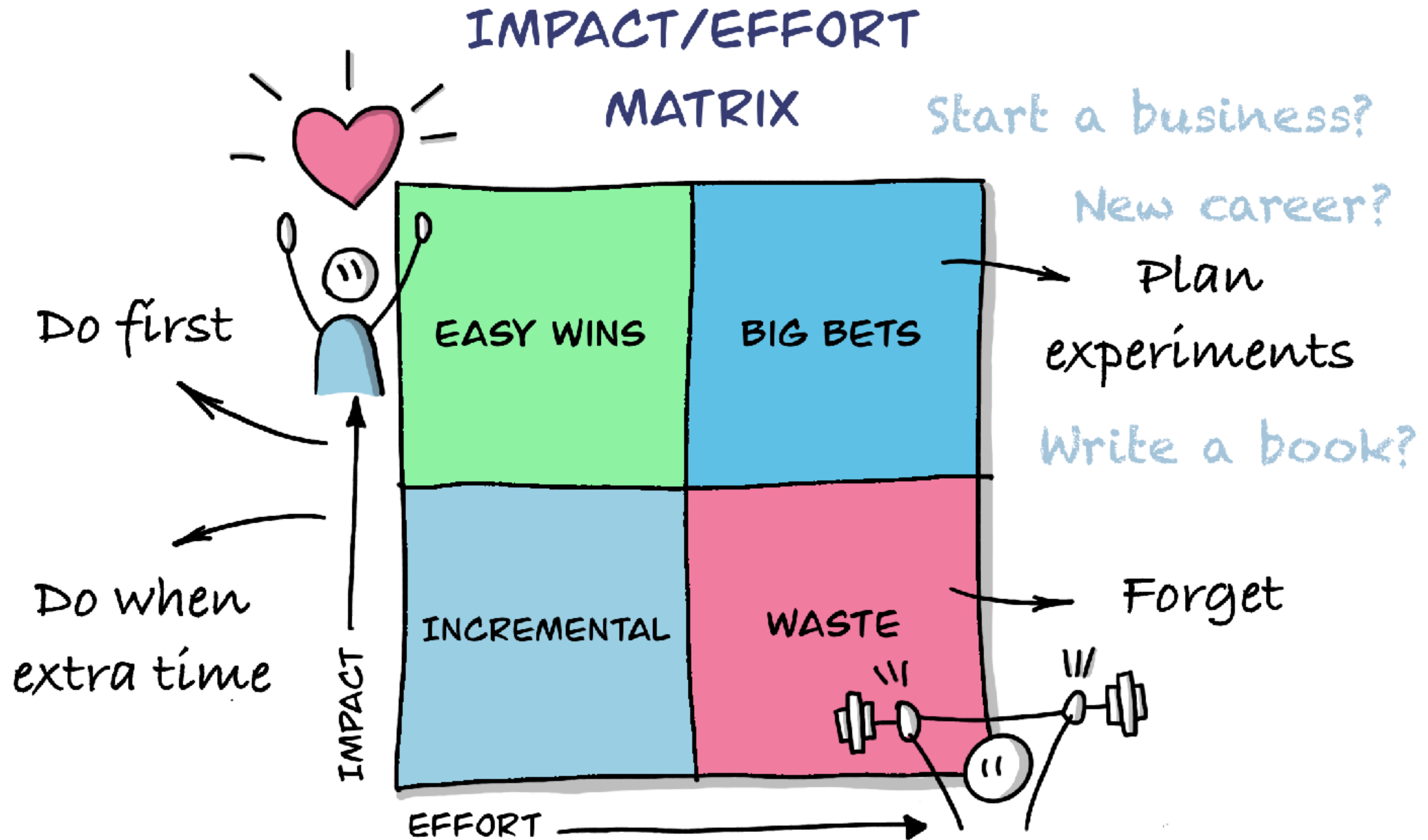
Who is the winner?







PRIORITIZE YOUR IDEAS

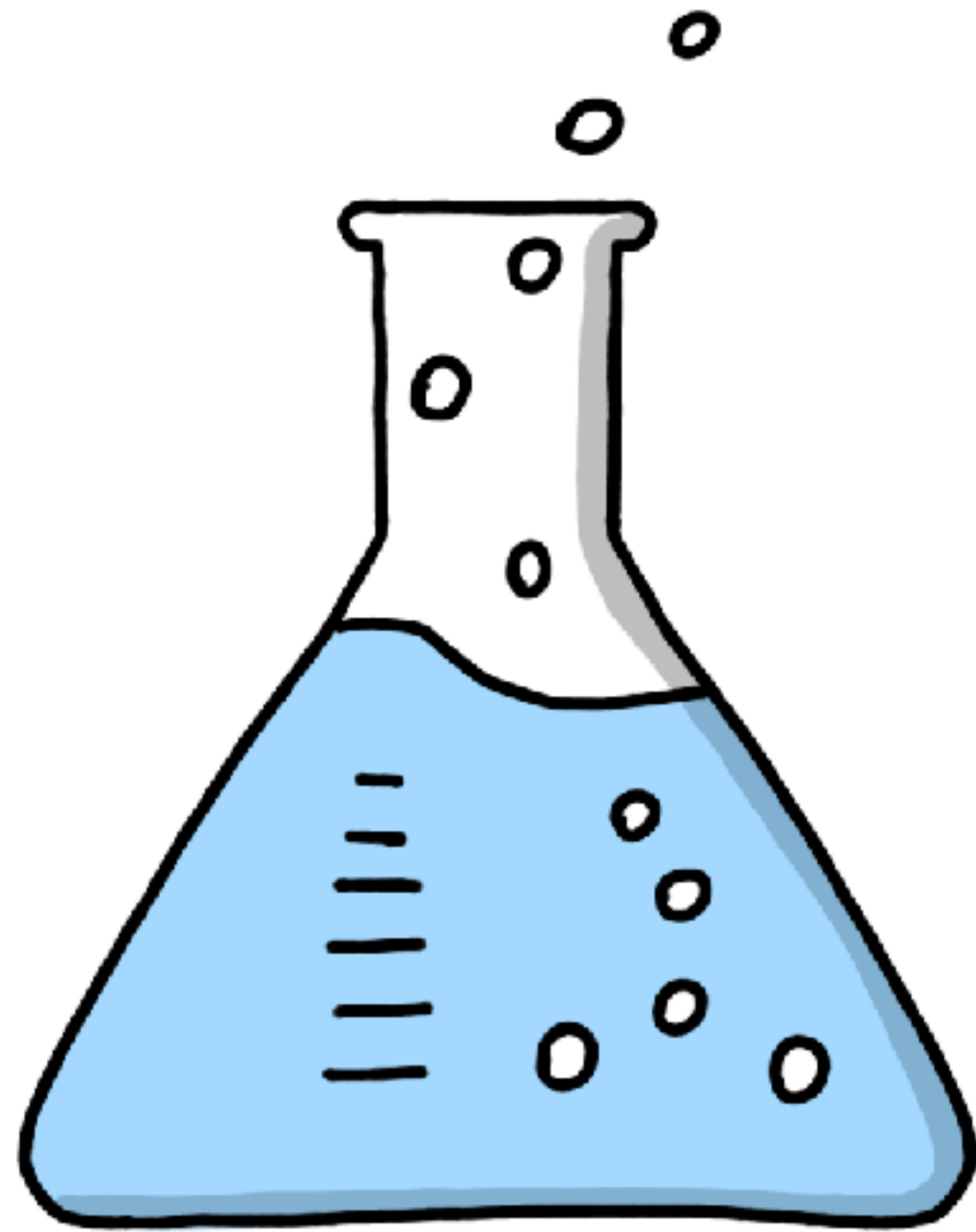


In your group:

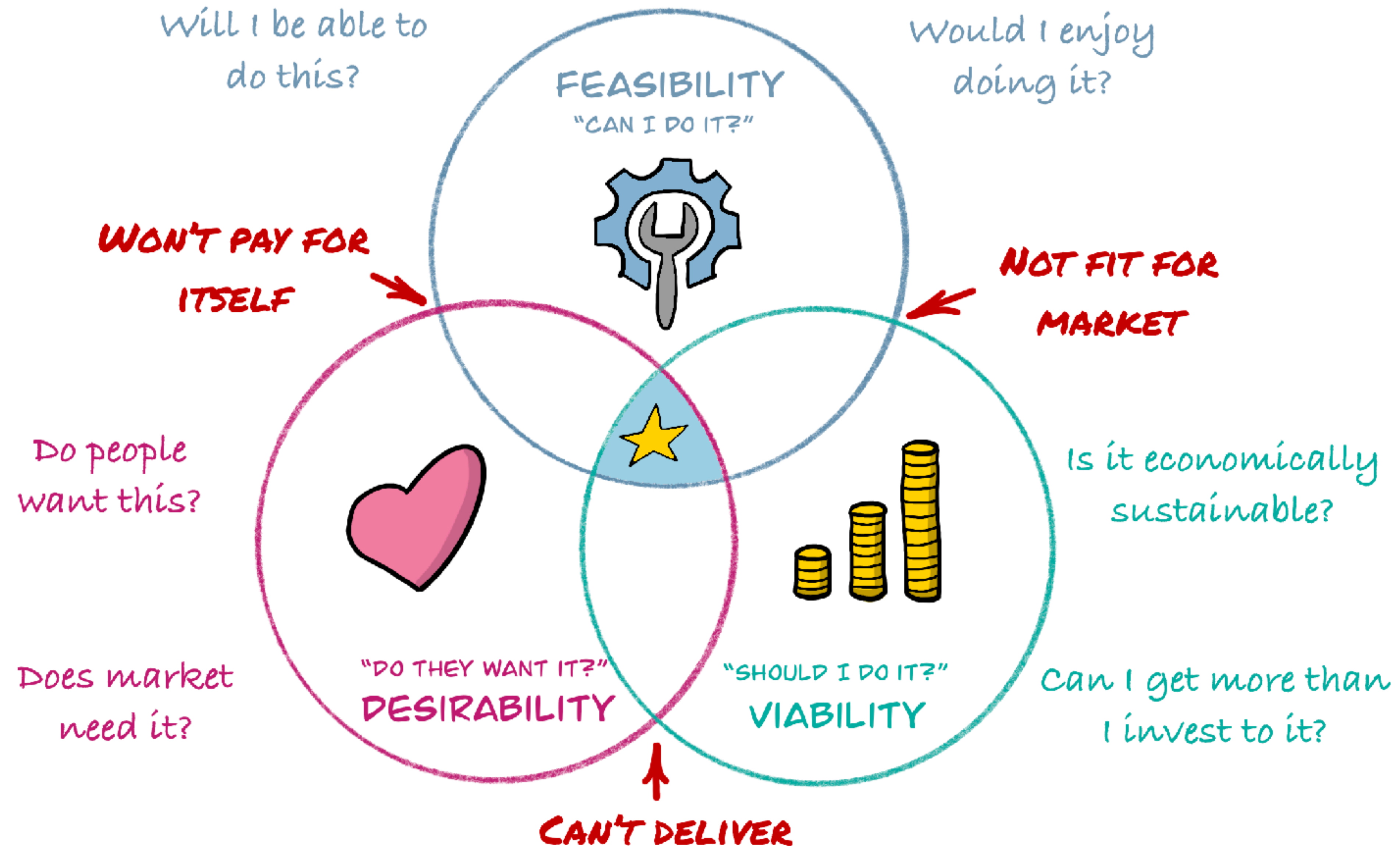
Make a quick sorting of the ideas on the
table to Impact/Effort matrix

(~5 min)

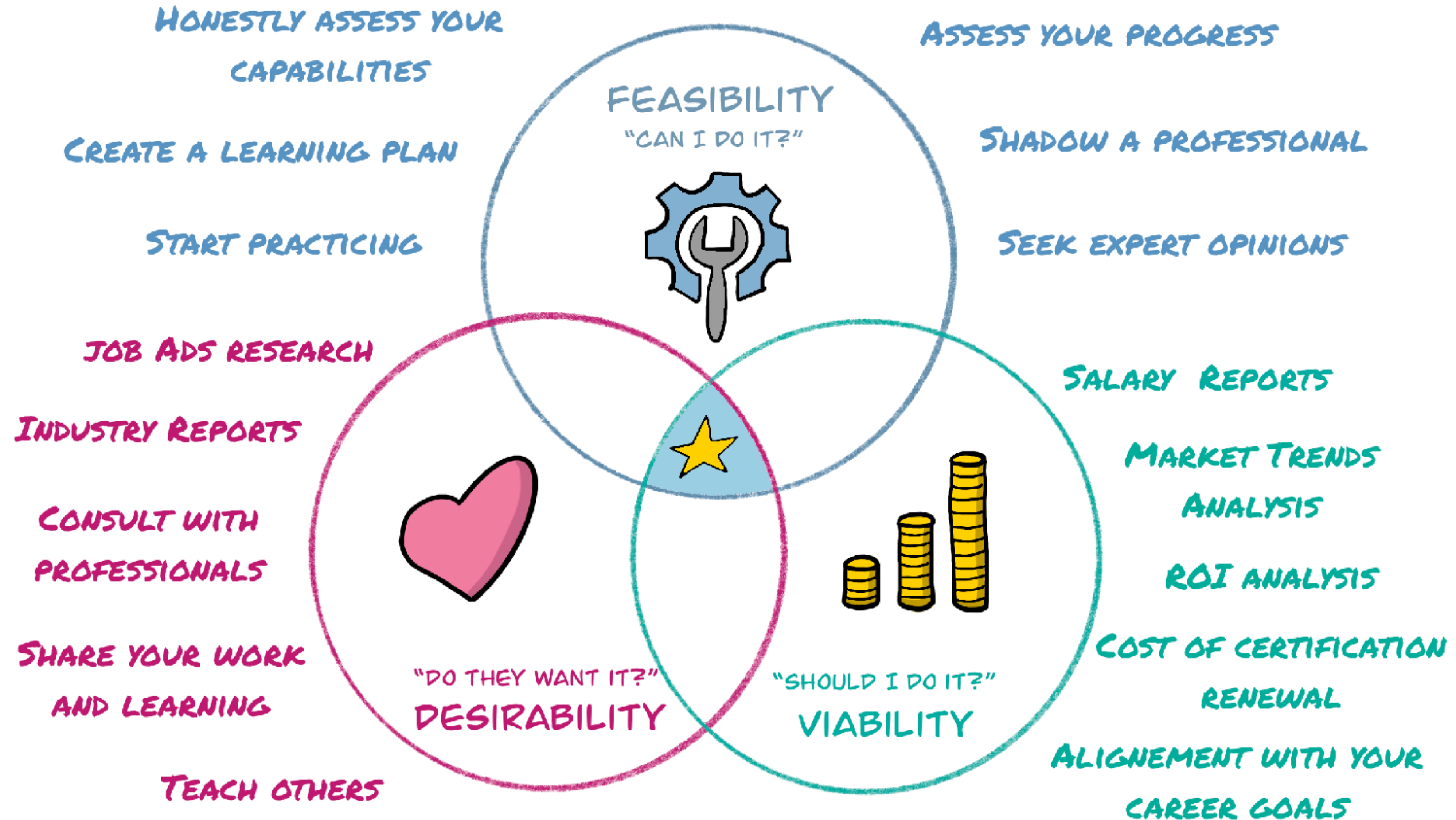
VALIDATE



VALIDATE YOUR IDEAS OF NEW SKILLS



HOW TO VALIDATE YOUR IDEAS OF NEW SKILLS

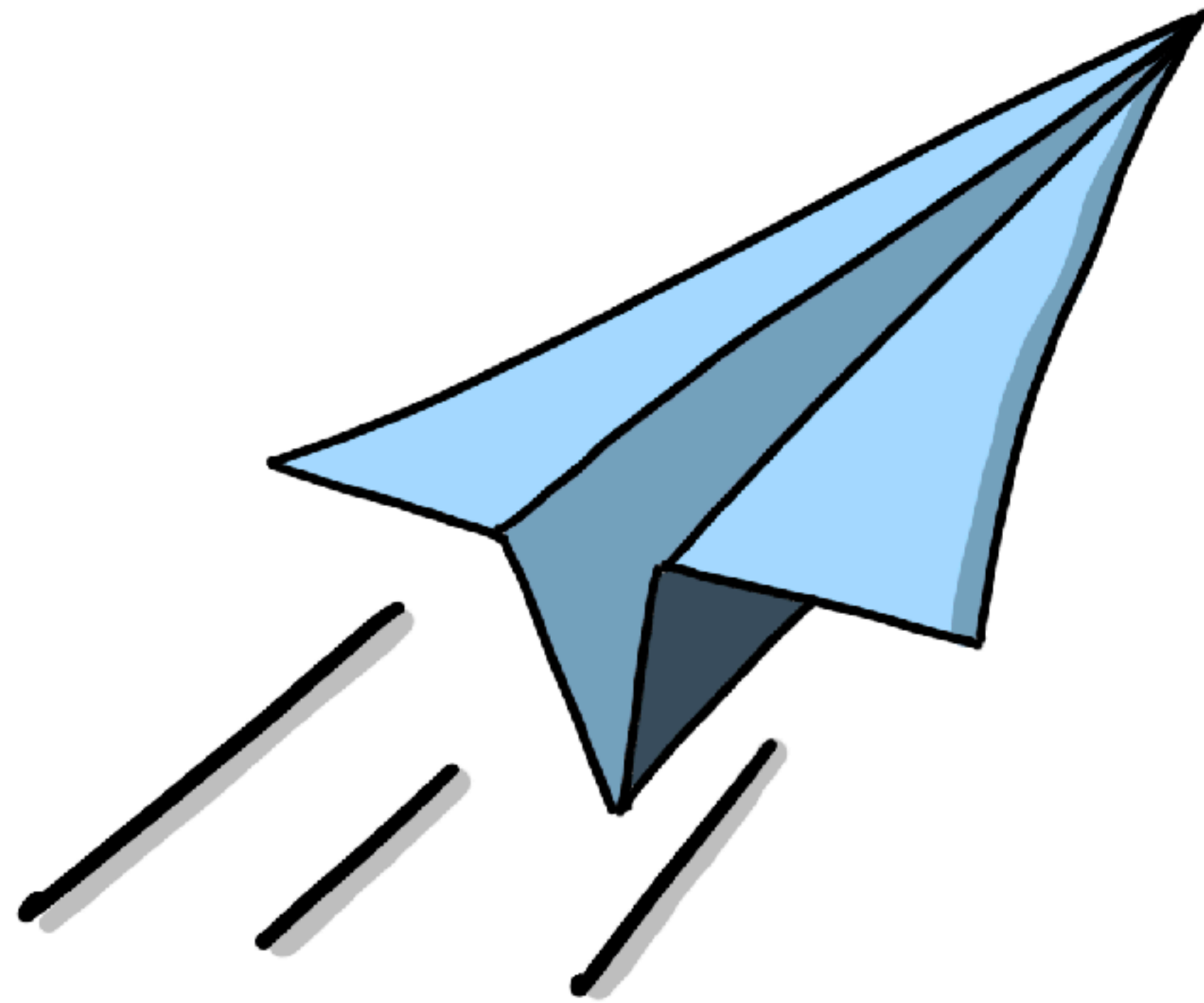


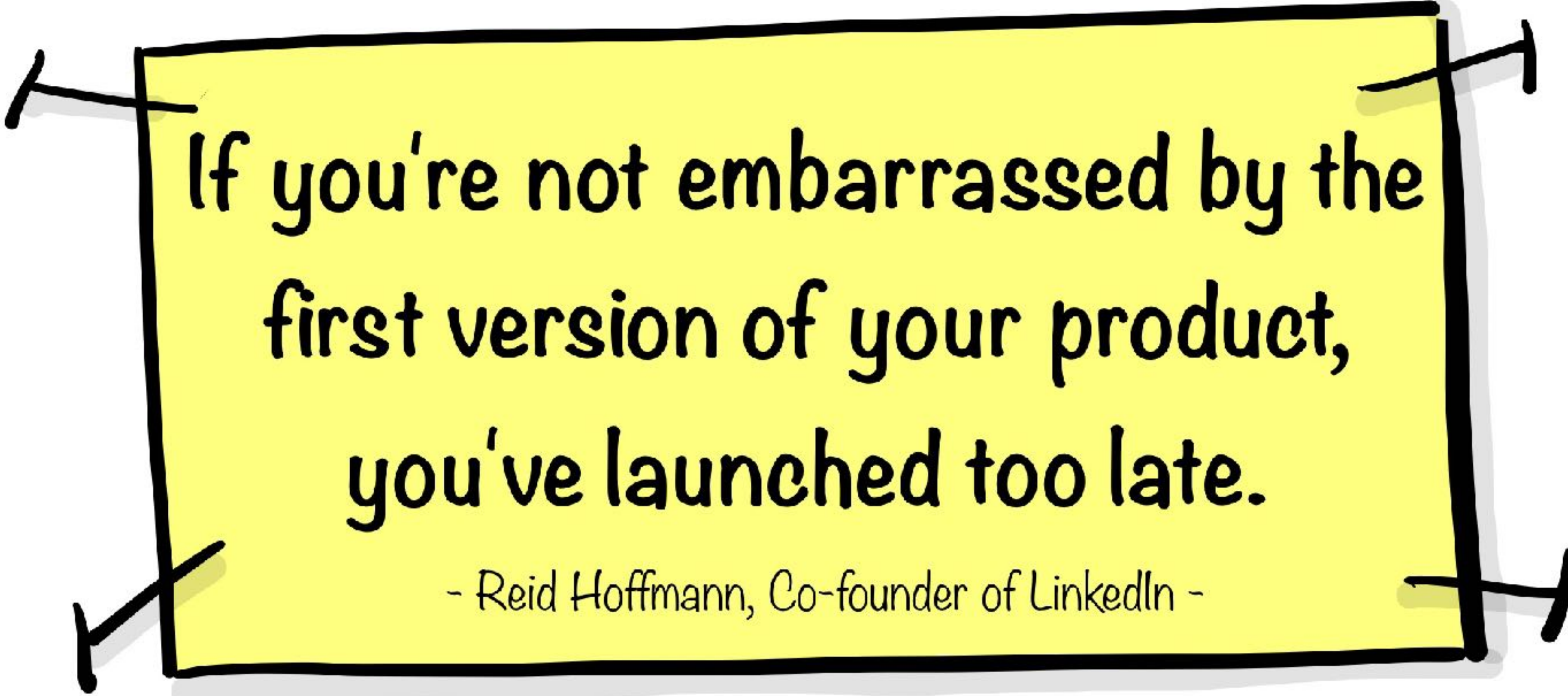
In your group:

1. Choose one idea (or more) from the **Big Bets** domain .
2. Discuss how you could validate its **feasibility**, **desirability**, and **viability**.

(~10 min)

BUILD MVP (MINIMAL VIABLE PRODUCT)



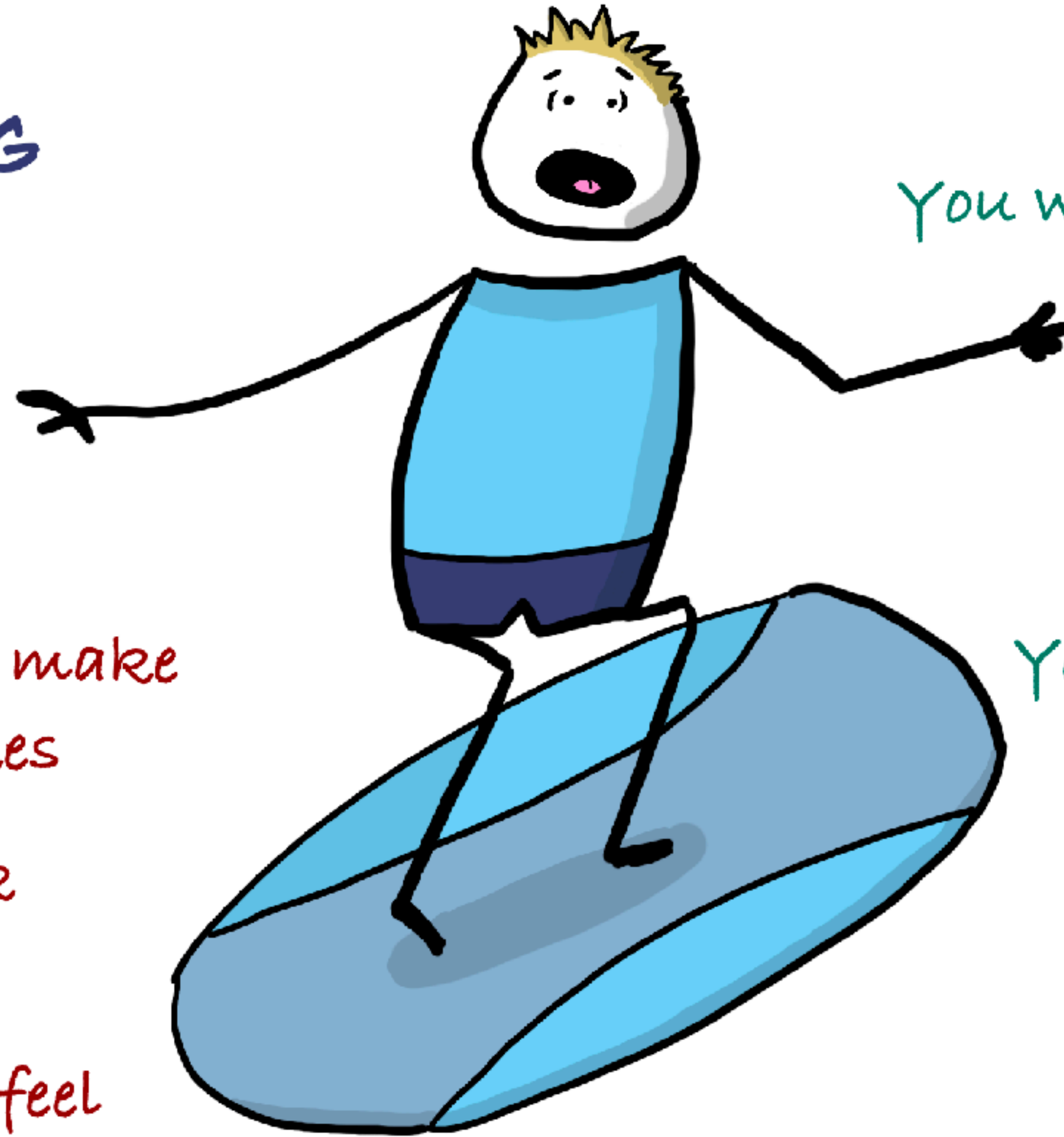


If you're not embarrassed by the
first version of your product,
you've launched too late.

- Reid Hoffmann, Co-founder of LinkedIn -

EMBRACE DISCOMFORT

START
PRACTICING
EARLY



You might fail

You might make
mistakes

You might lack
confidence

You might feel
uncomfortable

You will learn
You will get feedback

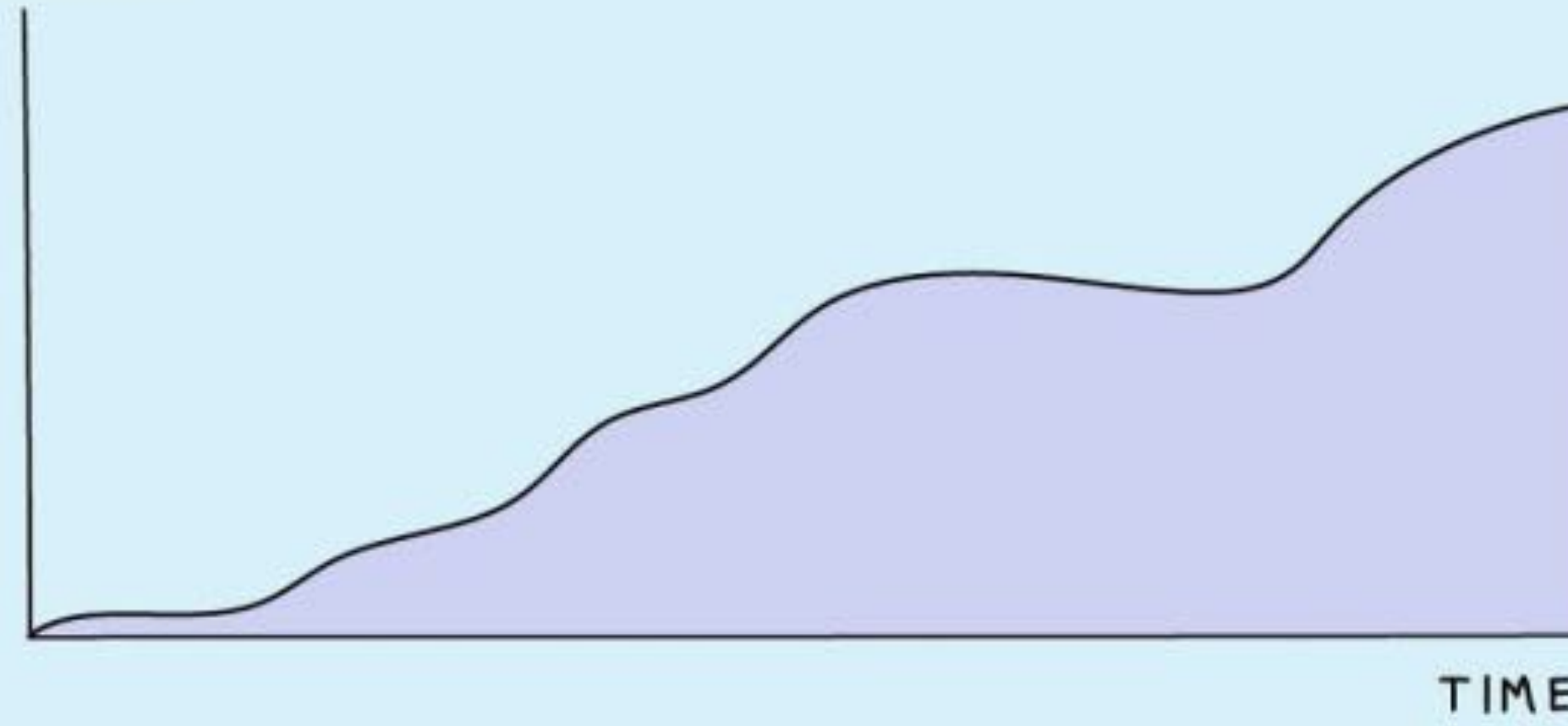
You will gain the
confidence

You will expand your
comfort zone

**BEFORE YOU
ARE "READY"**

IF YOU START TODAY

PROGRESS



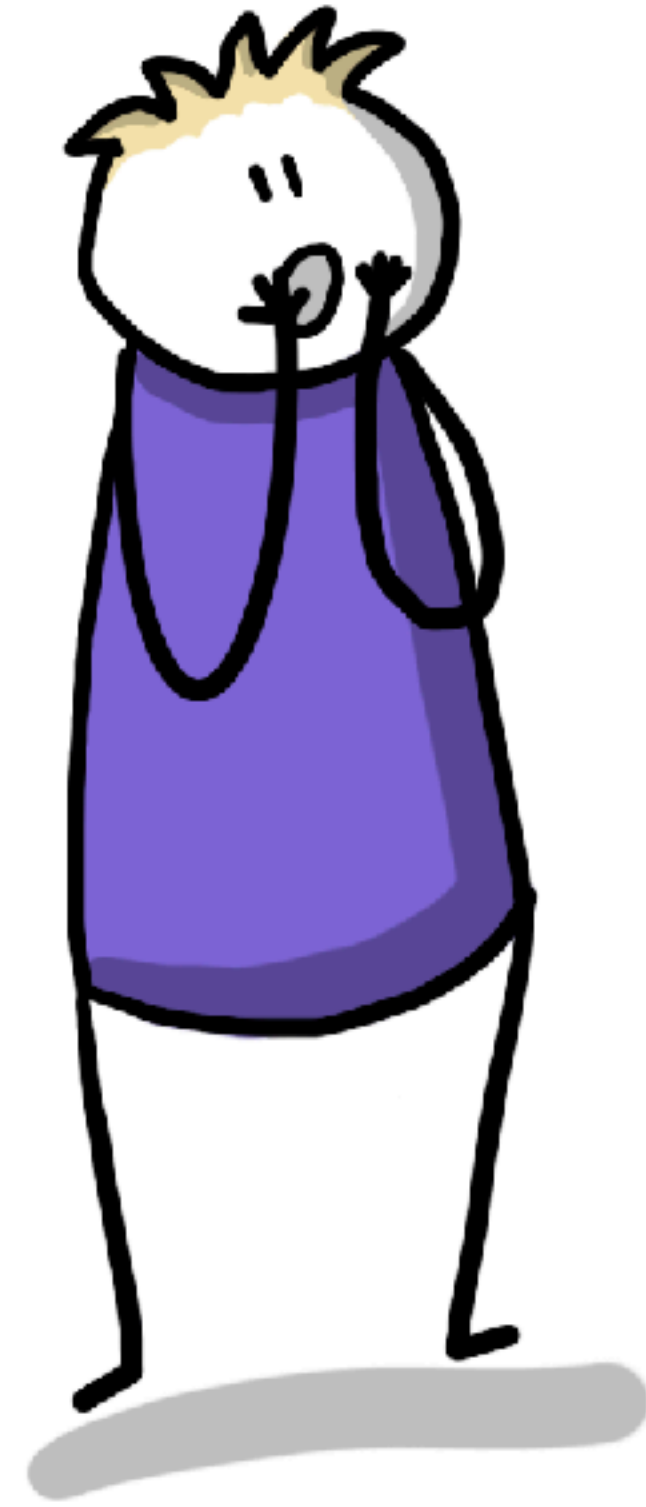
IF YOU START WHEN
YOU'RE "READY"

PROGRESS



LIZ FOSSLIE

LEARNING REQUIRES PRACTICE AND MAKING A LOT OF MISTAKES

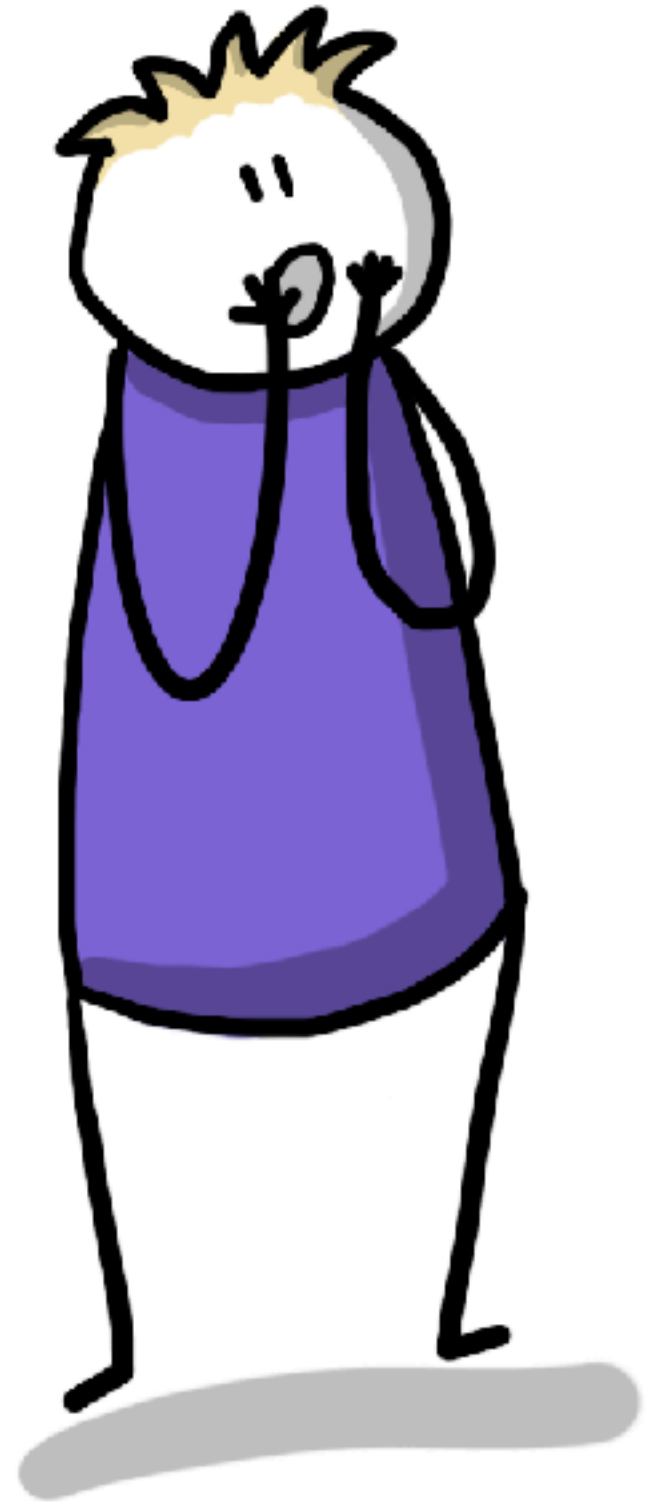


MISTAKES ARE
UNCOMFORTABLE



BUT THEY HELP US
PROGRESS

LEARNING REQUIRES PRACTICE AND MAKING A LOT OF MISTAKES



MISTAKES ARE
UNCOMFORTABLE



BUT THEY HELP US
PROGRESS

- We see where our weak points are
- We see what we are doing wrong
- We learn how to correct it
- We are getting smarter

Making More Mistakes in Theory and Practice

HIDDEN POTENTIAL

The Science of Achieving
Greater Things



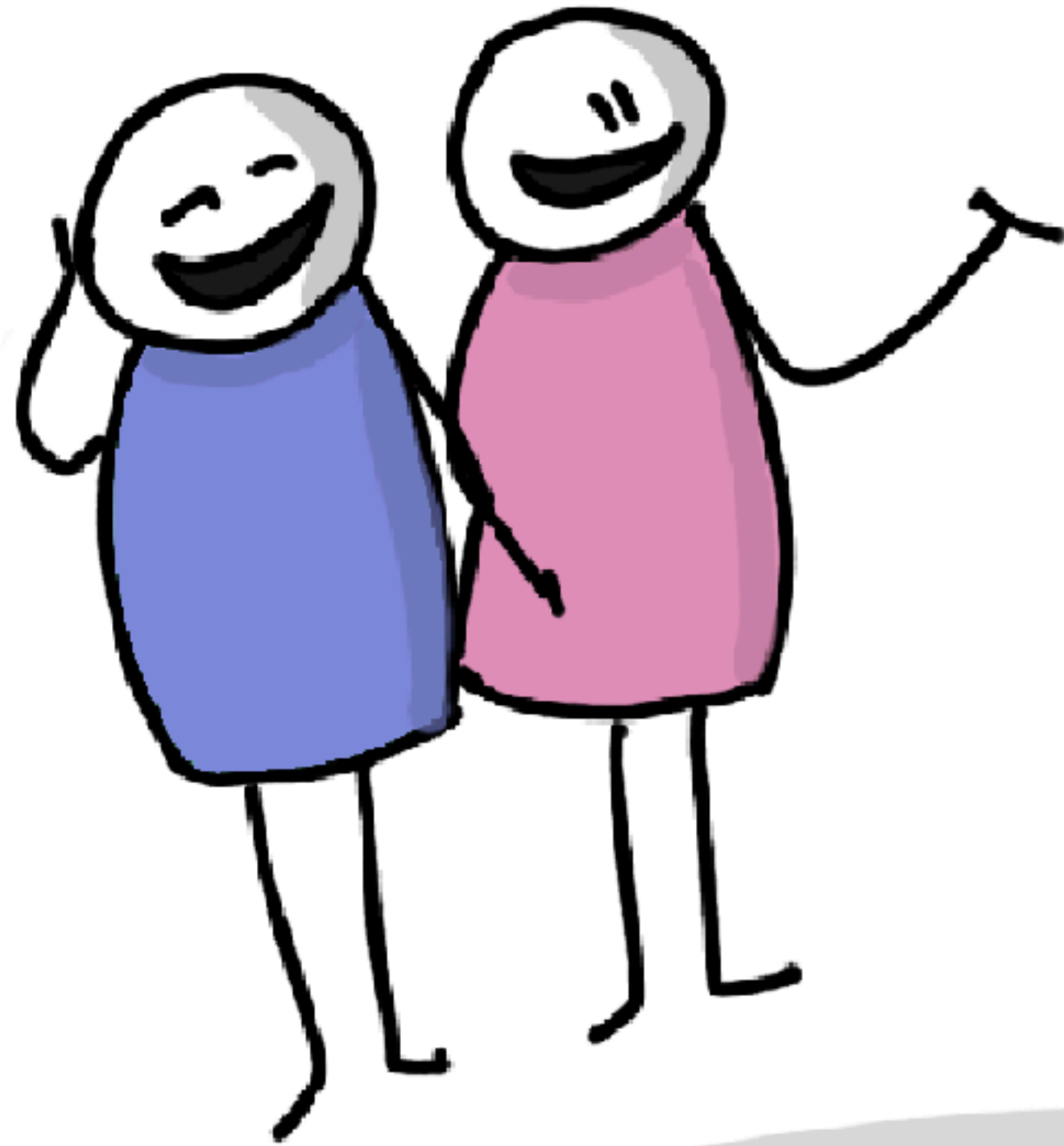
ADAM GRANT

#1 *New York Times* bestselling author of

THINK AGAIN

MAKING MORE MISTAKES

THEORY



BEING LAUGHED AT

REALITY



LAUGHING AT YOURSELF

MAKING MORE MISTAKES

THEORY



LOOKING STUPID

REALITY

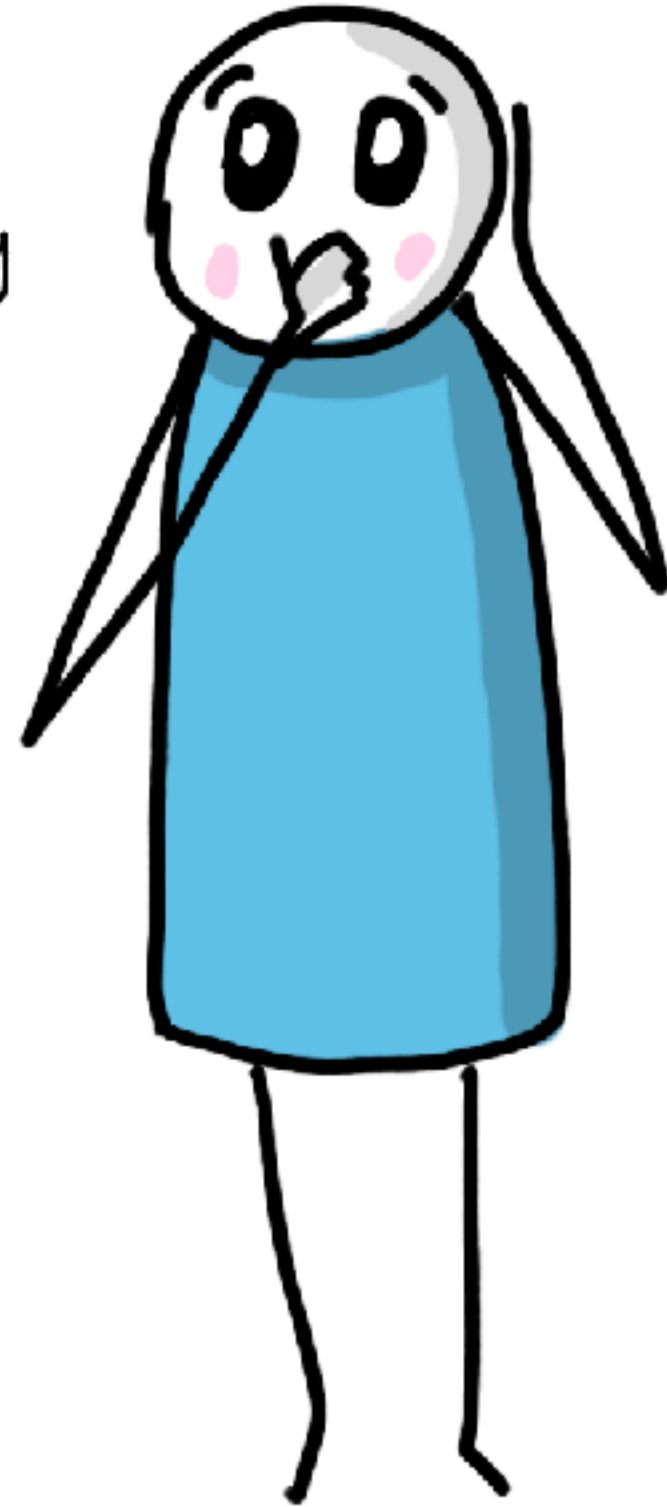


GETTING SMARTER

MAKING MORE MISTAKES

THEORY

Have I really
said that?

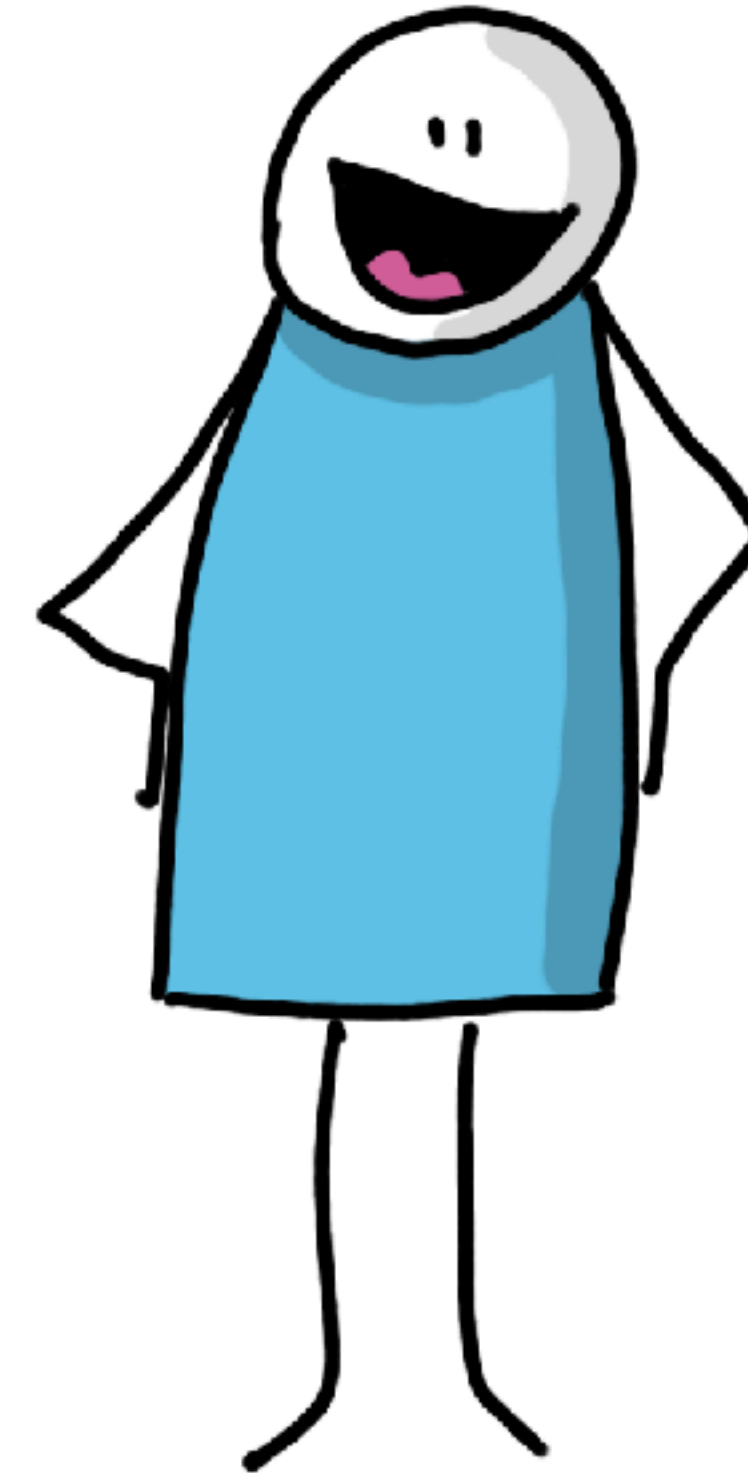


FEELING SHAME



REALITY

Big deal!

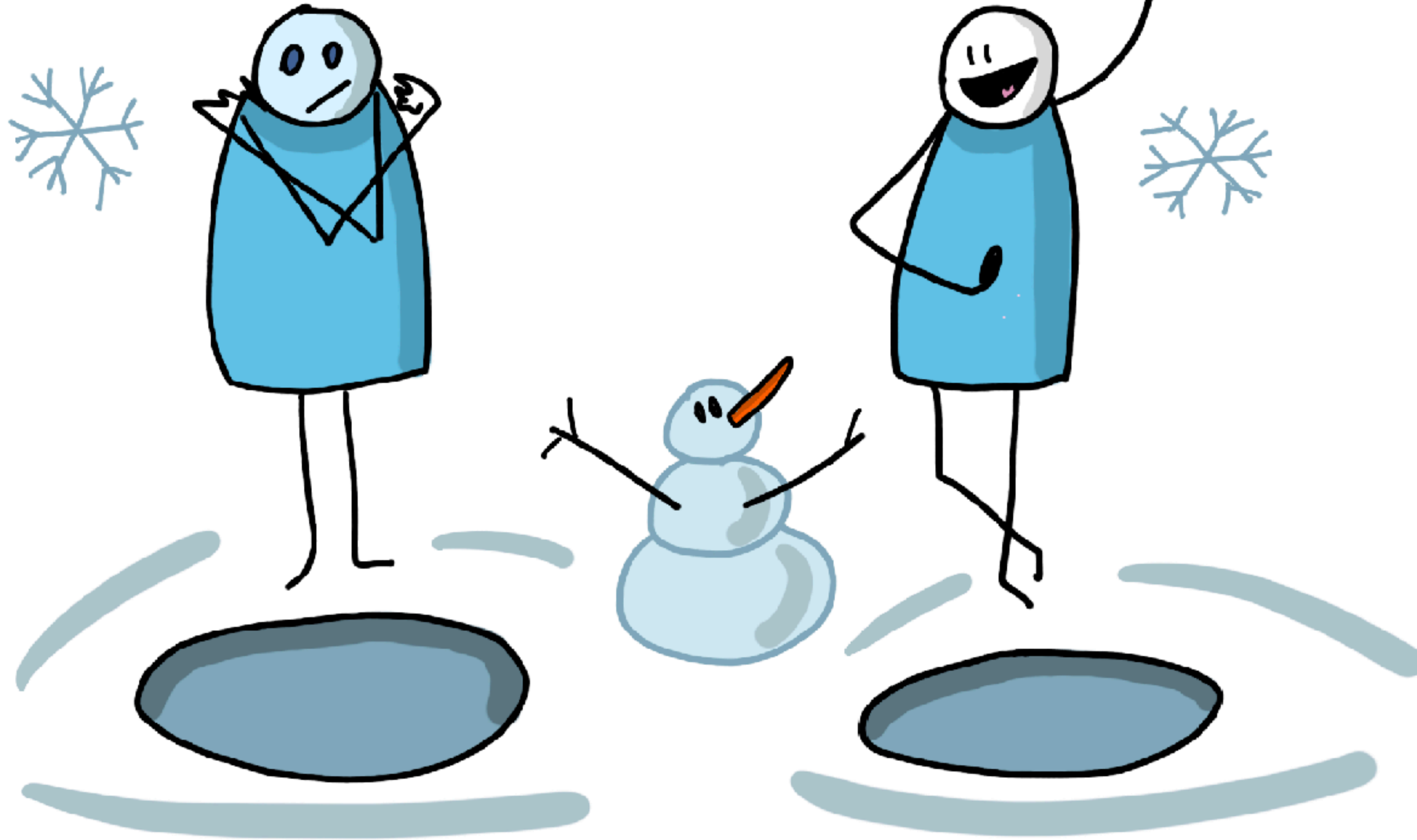


GAINING COURAGE

MAKING MORE MISTAKES

THEORY

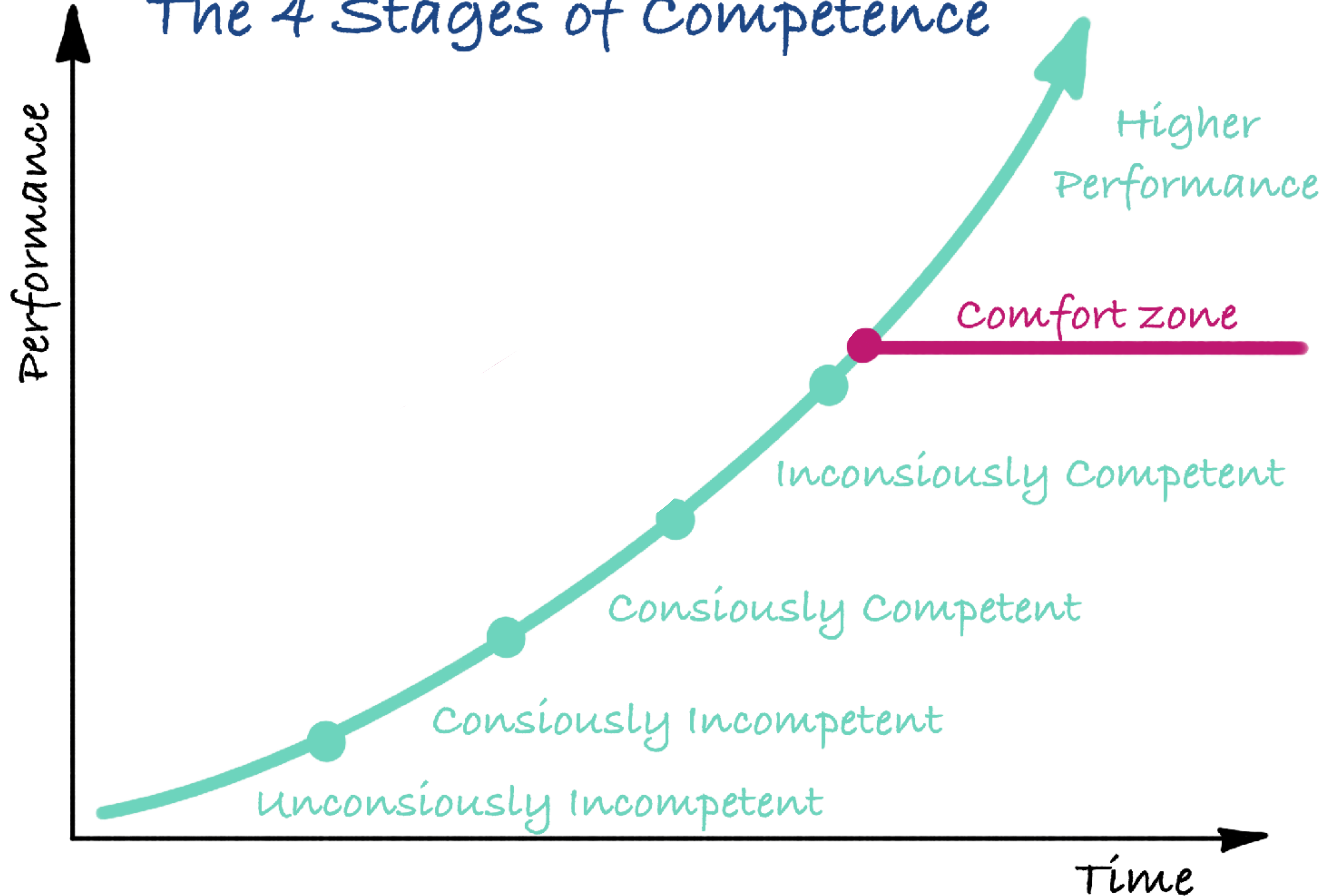
REALITY

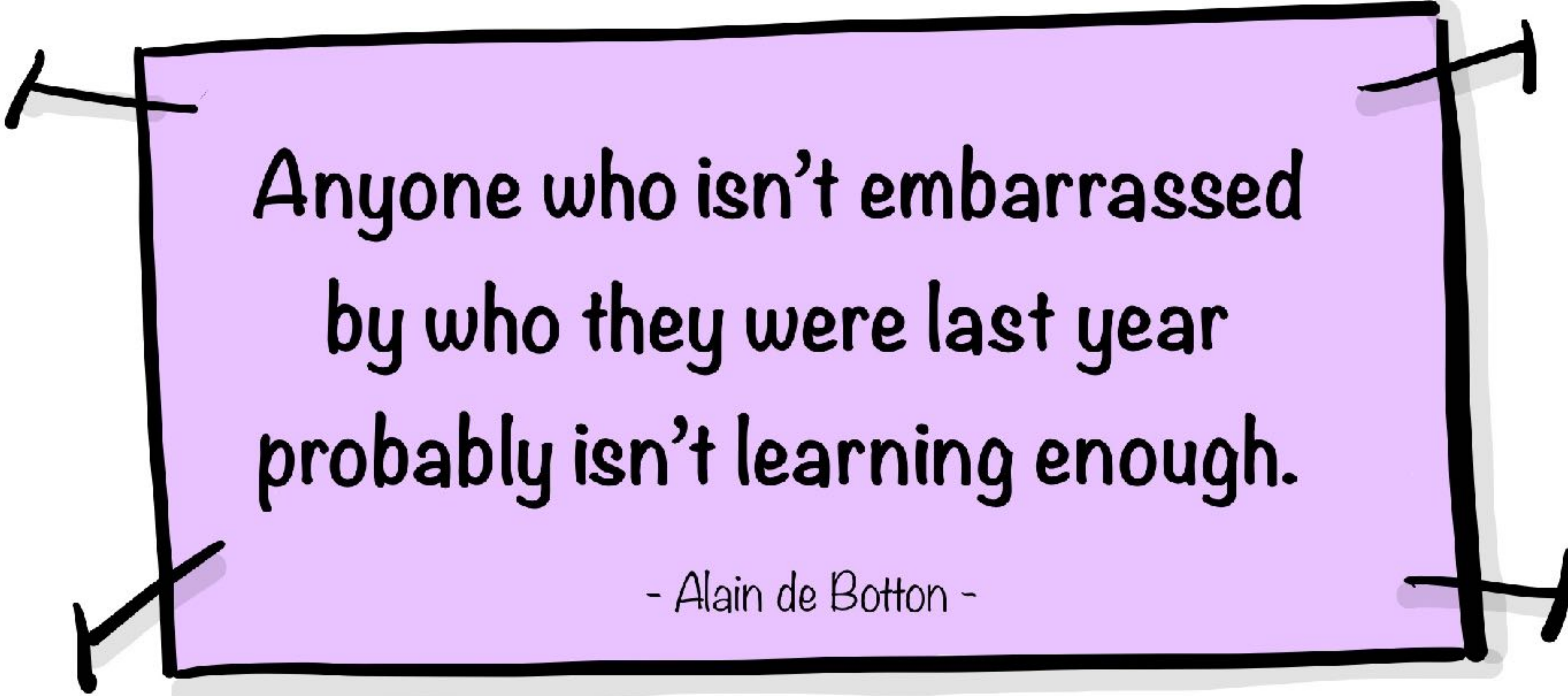


EXPERIENCING DISCOMFORT

EXPANDING YOUR COMFORT ZONE

The 4 Stages of Competence





Anyone who isn't embarrassed
by who they were last year
probably isn't learning enough.

- Alain de Botton -

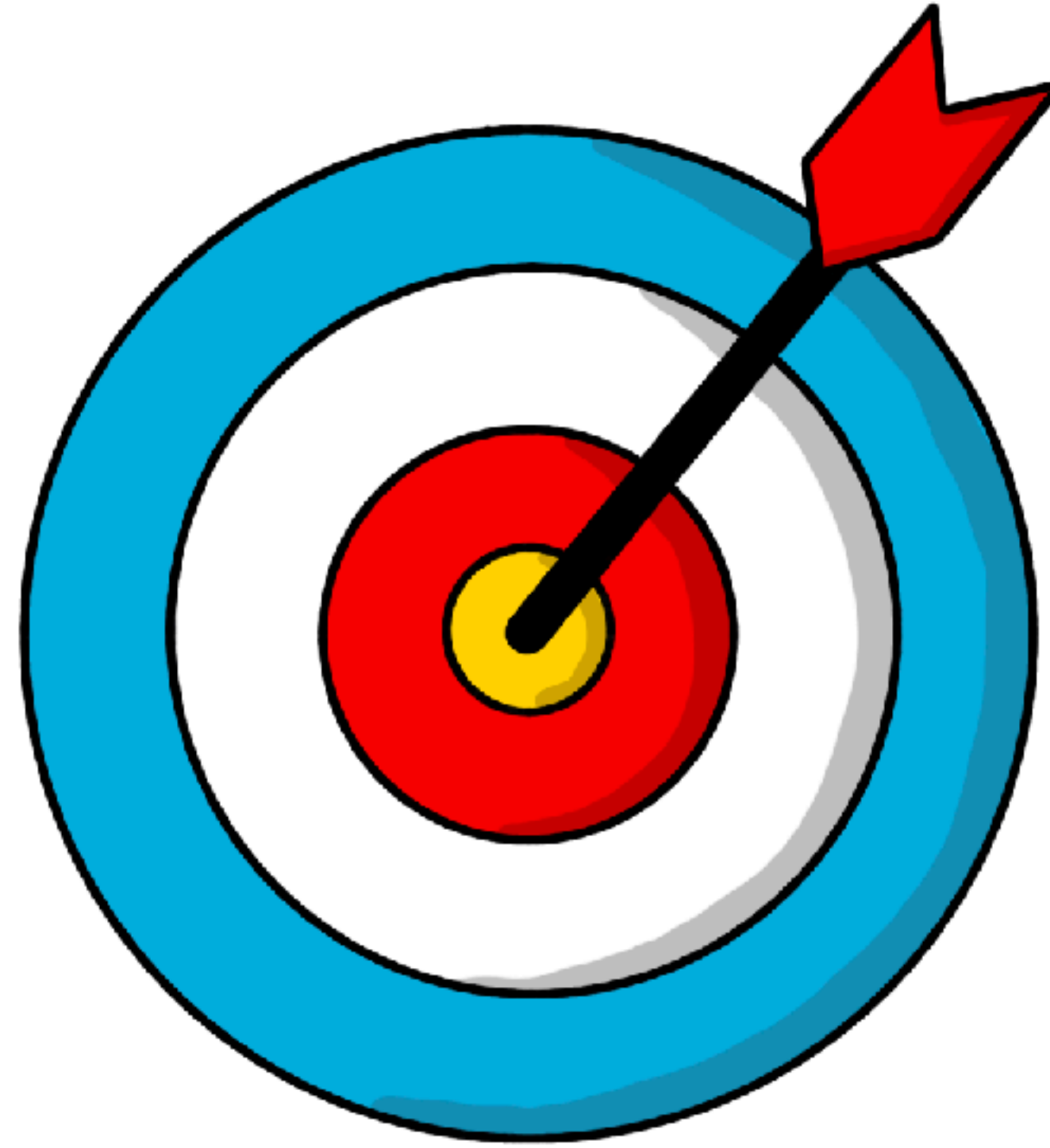
In your group:

Discuss your experiences with the discomfort of learning something new and the awkwardness of early practice.

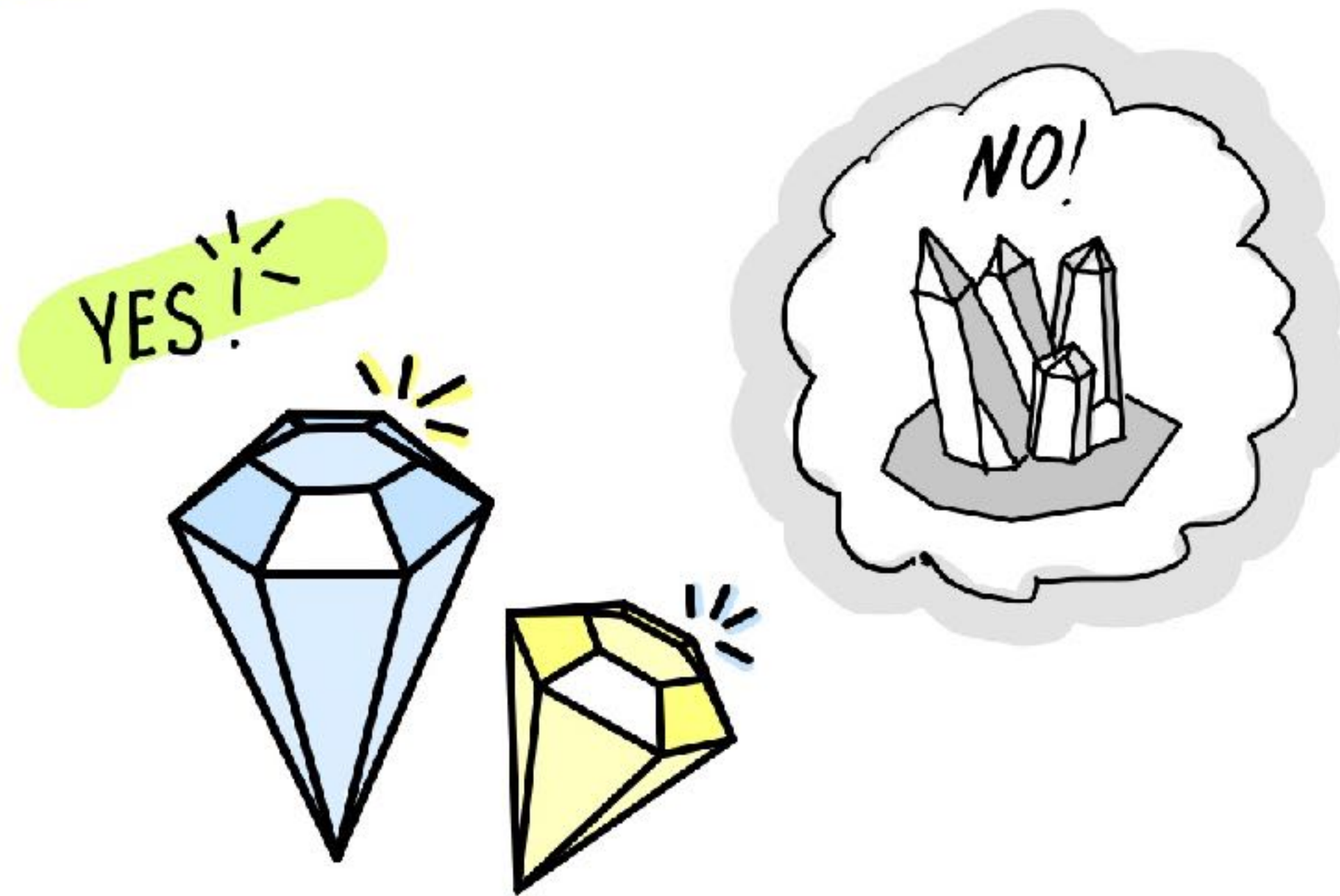
- How did you handle those early, clumsy stages?
- What helped you push through?

(~5 min)

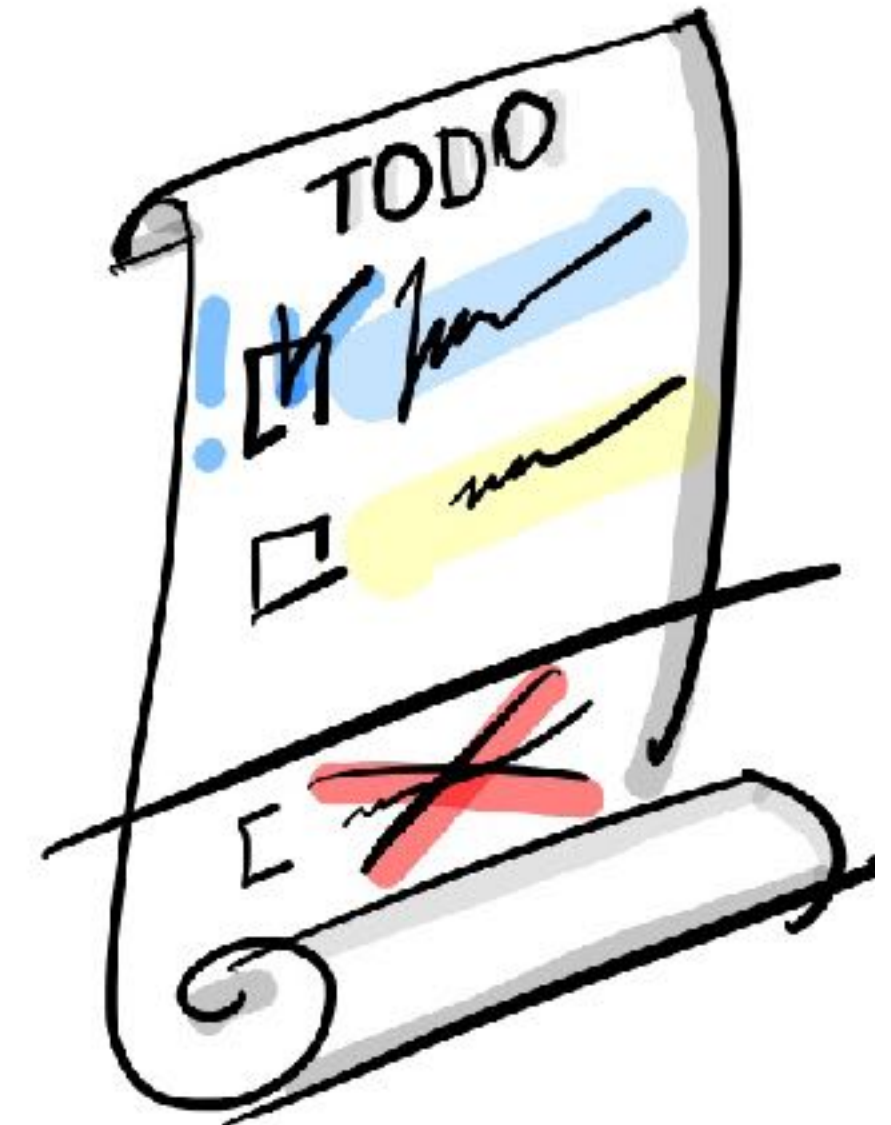
FOCUS



Focus on the right things



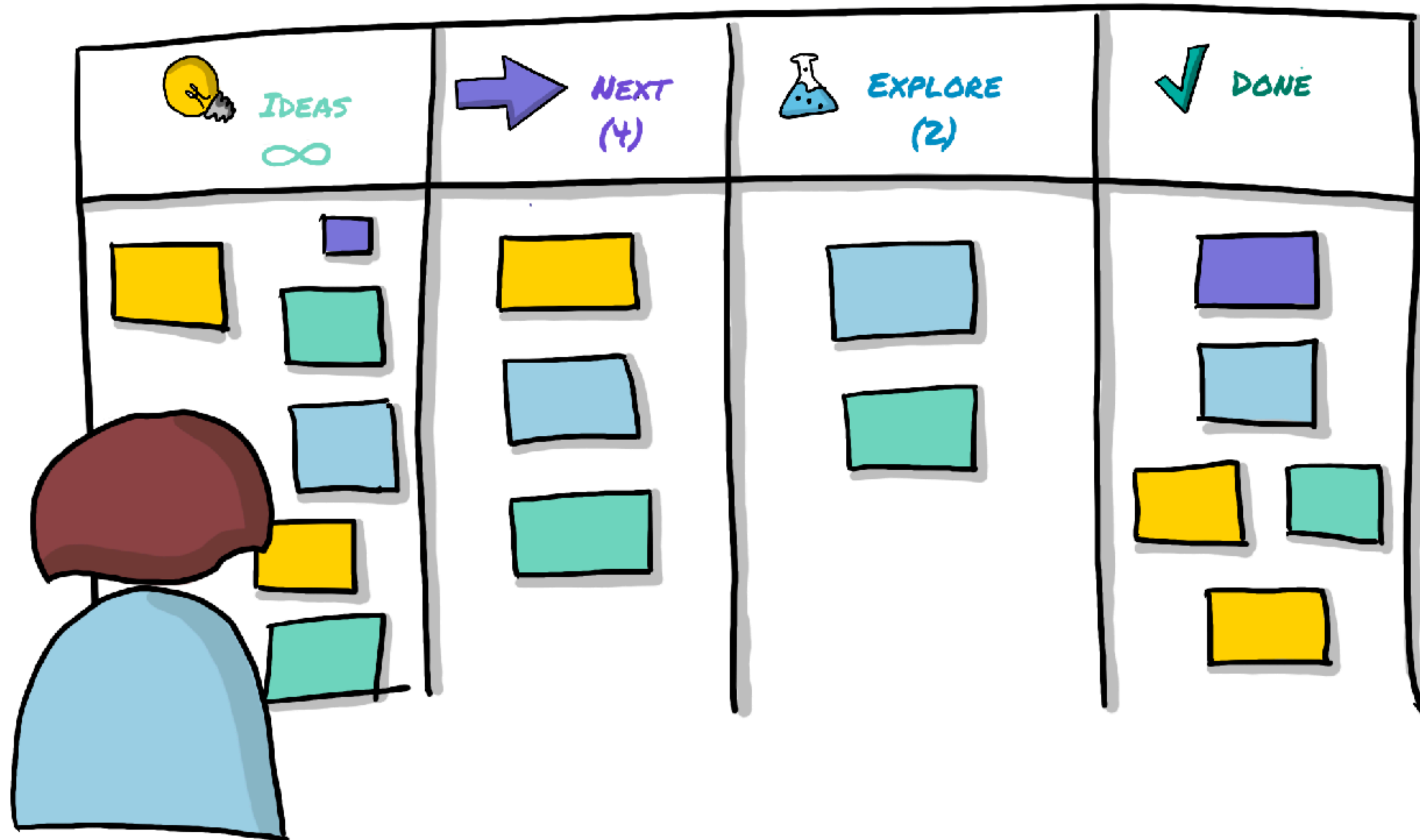
Focus on fewer things



Focus on the task at hand



LIMIT WIP



C
O
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C
Y

INCONSISTENTLY DOING THE RIGHT THINGS

Mo Tu We Th Fr Sa Su Mo Tu
☒ ☒ ☐ ☒ ☐ ☐ ☐ ☒ ☐



VS.

CONSISTENTLY DOING THE WRONG THINGS

Mo Tu We Th Fr Sa Su Mo Tu
☒ ☒ ☒ ☒ ☒ ☒ ☒ ☒ ☒



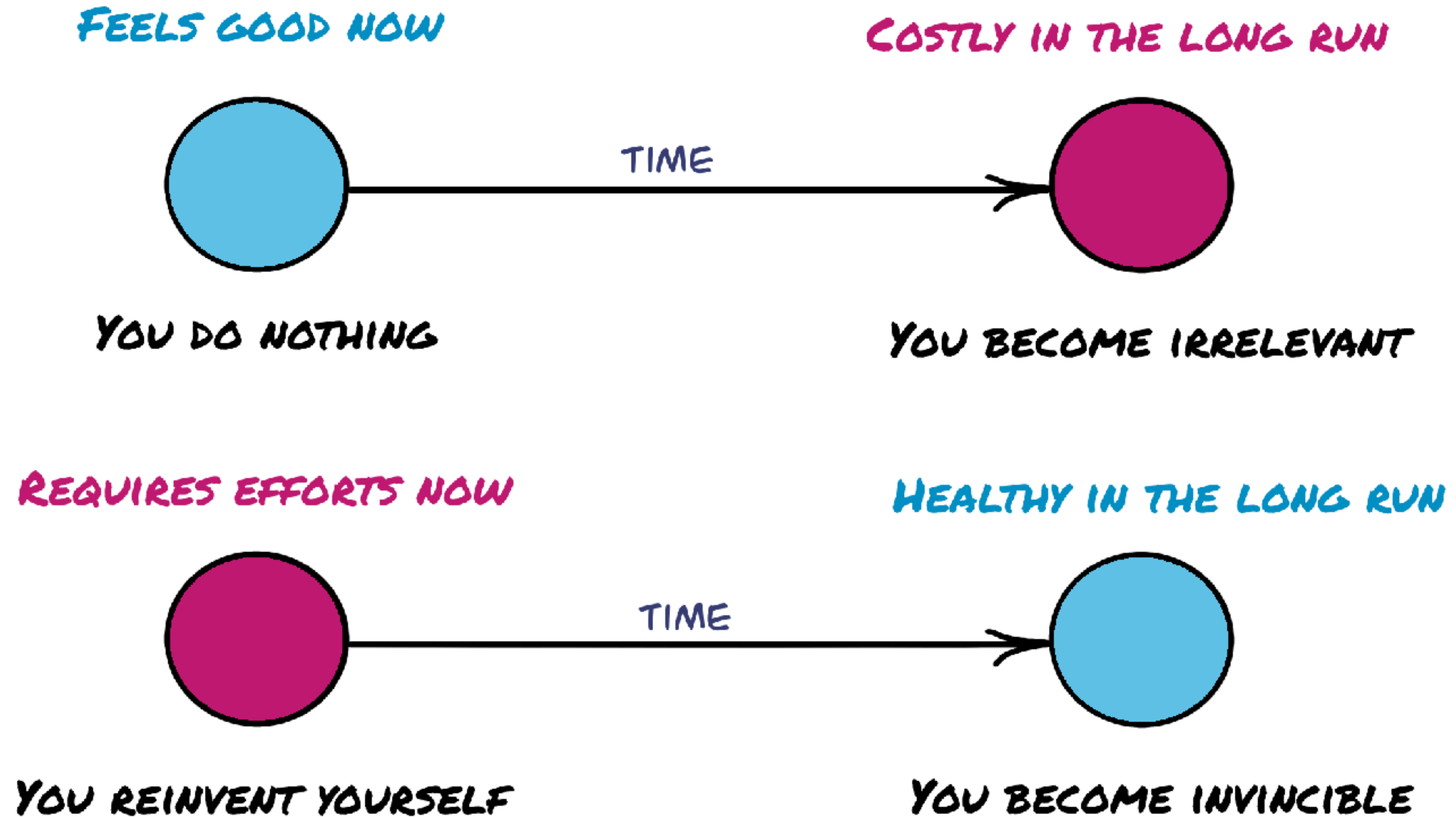
VS.

CONSISTENTLY DOING THE RIGHT THINGS

Mo Tu We Th Fr Sa Su Mo Tu
☒ ☒ ☒ ☒ ☒ ☒ ☒ ☒ ☒



INSTANT GRATIFICATION VS. LONG-TERM GAINS

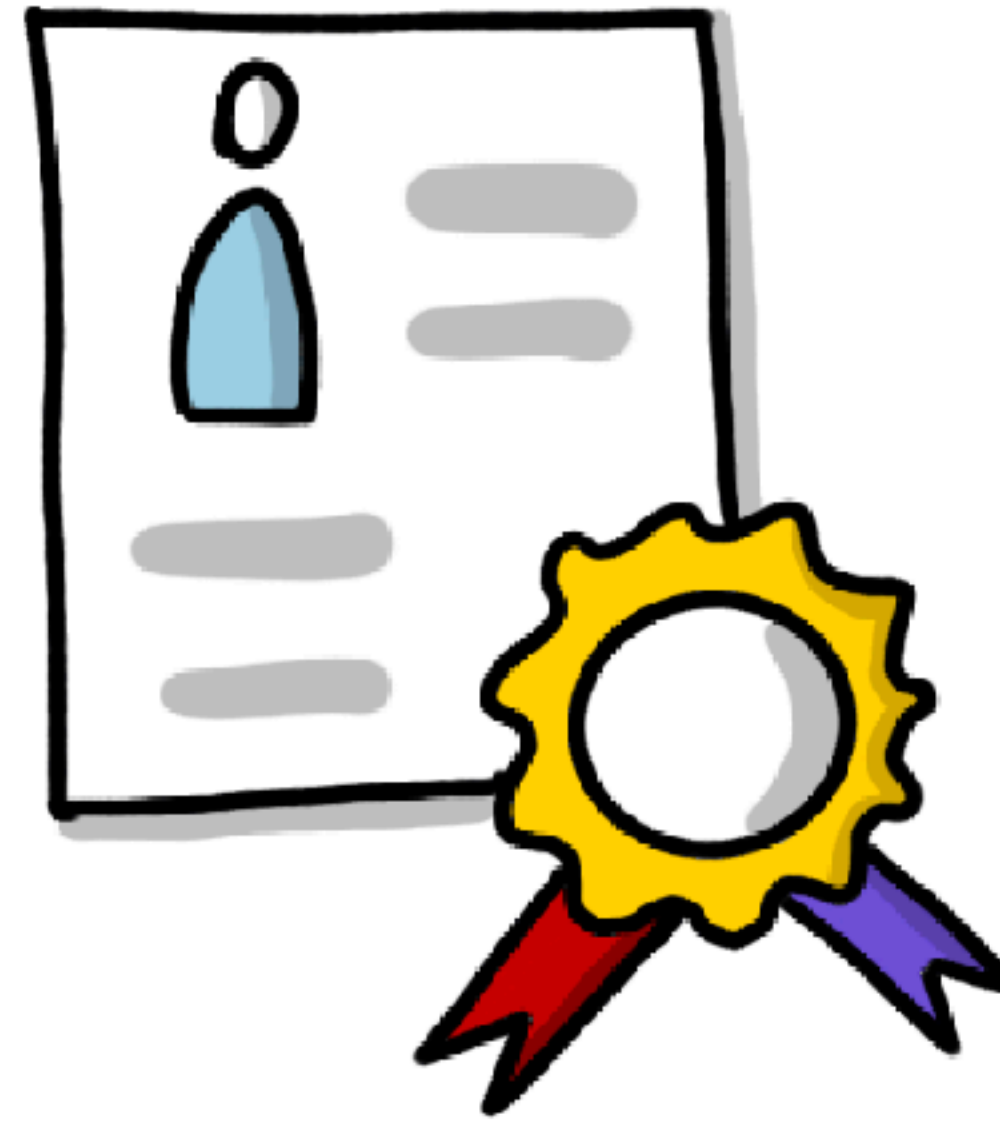




The price of excellence is discipline.
The cost of mediocrity is
disappointment.

- William Arthur Ward -

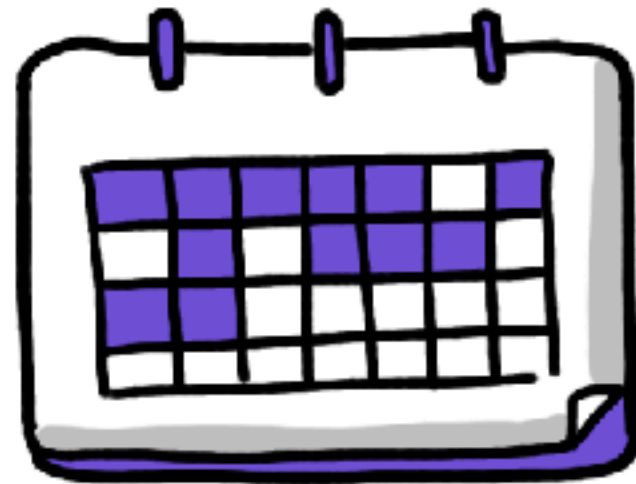
BRAND YOURSELF



BRANDING IS A VALUE MULTIPLIER

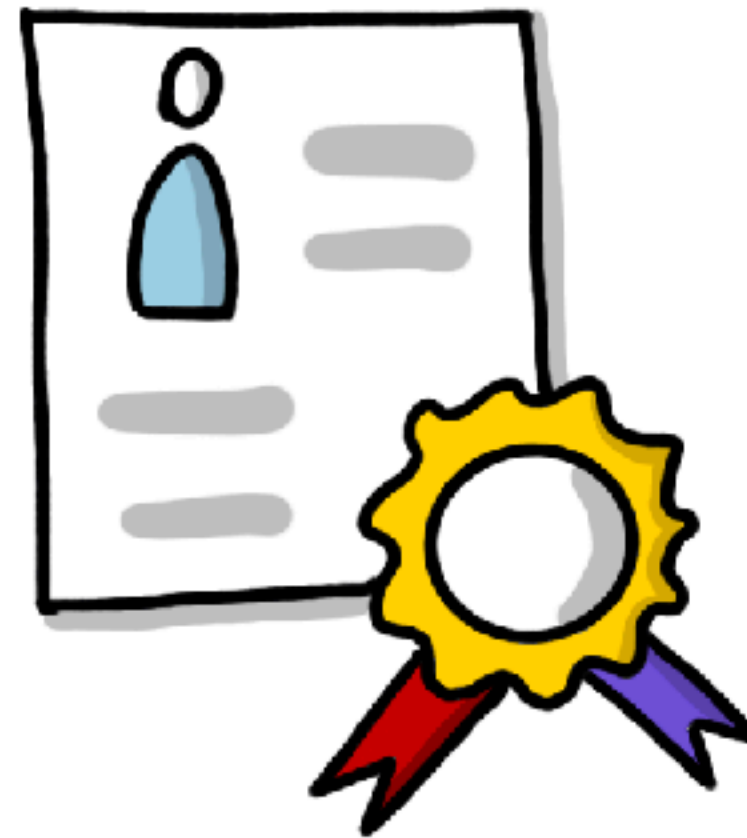


IT IS NOT BRAGGING ABOUT
YOUR ACHIEVEMENTS



IT WILL TAKE LONGER
THAN YOU EXPECT

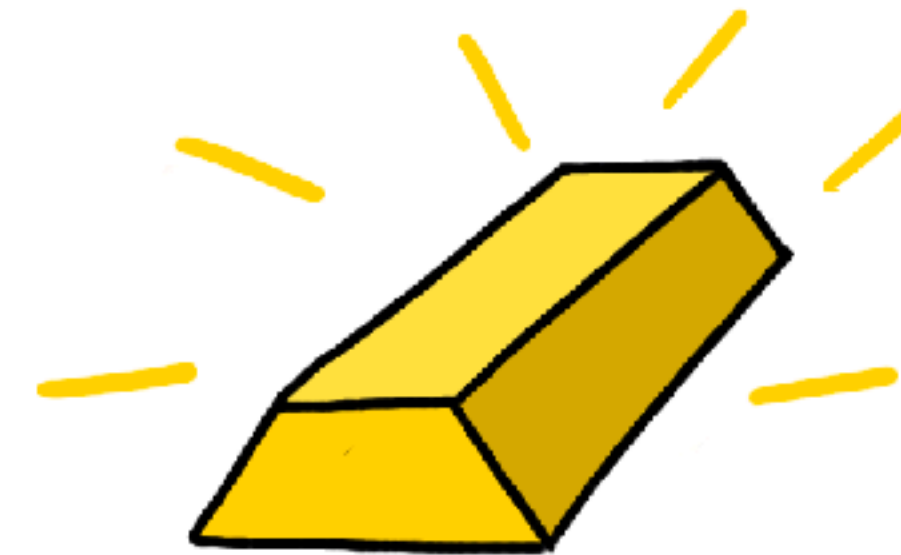
BUT
BUILDING REPUTATION



AND
SHOWING YOUR
EXPERTISE



BY OFFERING SOMETHING
USEFUL TO OTHERS

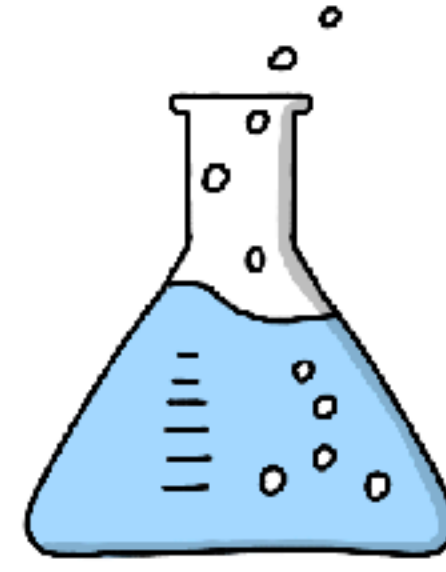


AND REMEMBER:
YOU NEED TO CREATE VALUE
FIRST

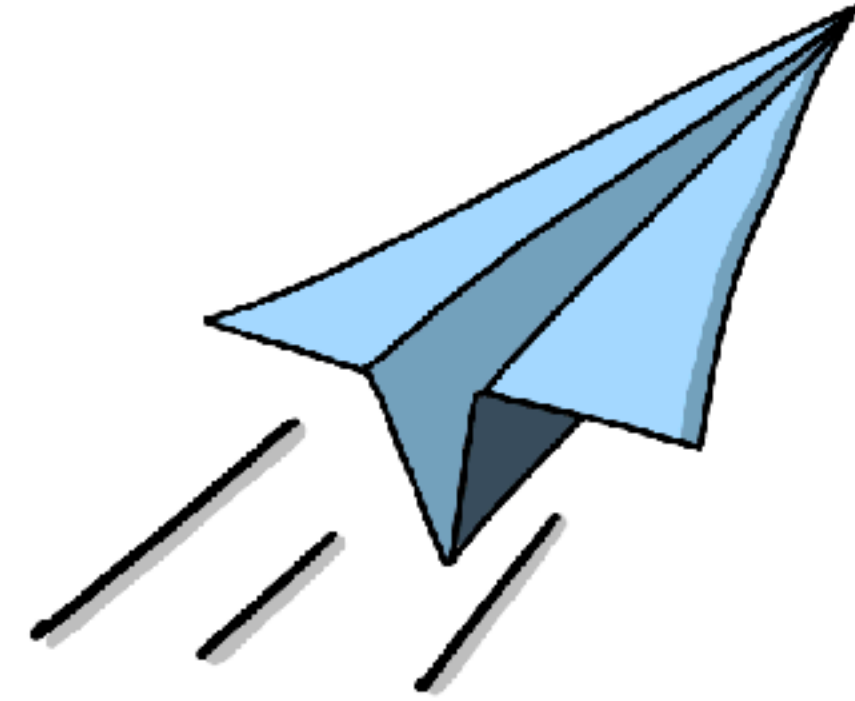
THE SIX ELEMENTS OF PERSONAL INNOVATION



IDEATE



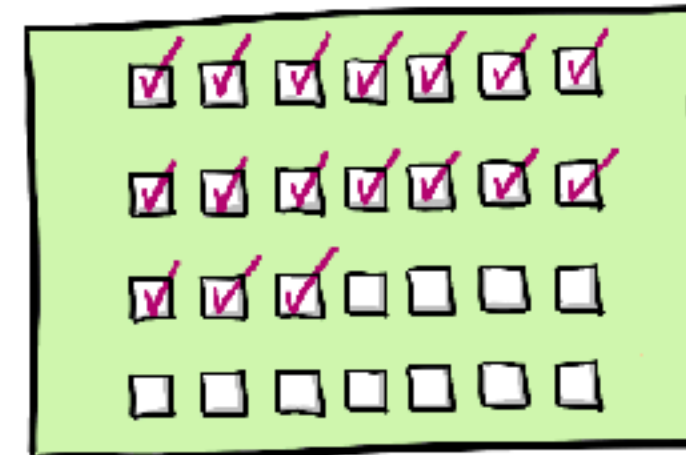
VALIDATE



MVP



BRAND

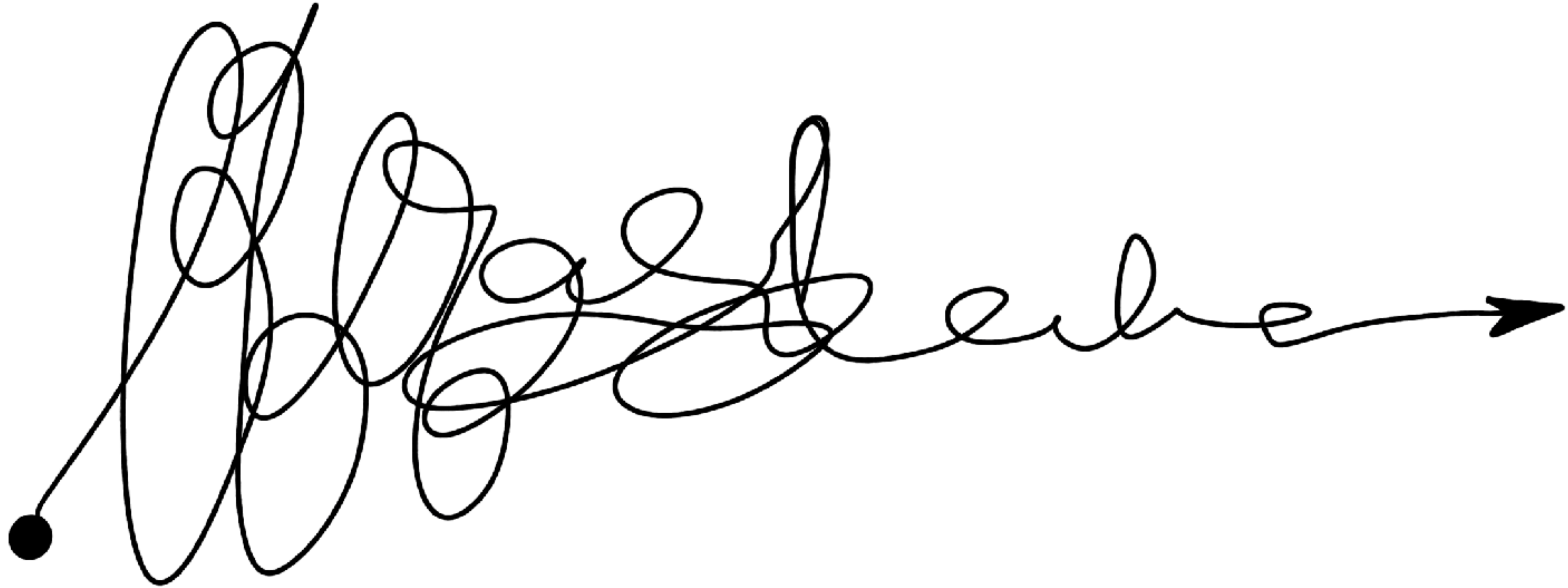


EXECUTE

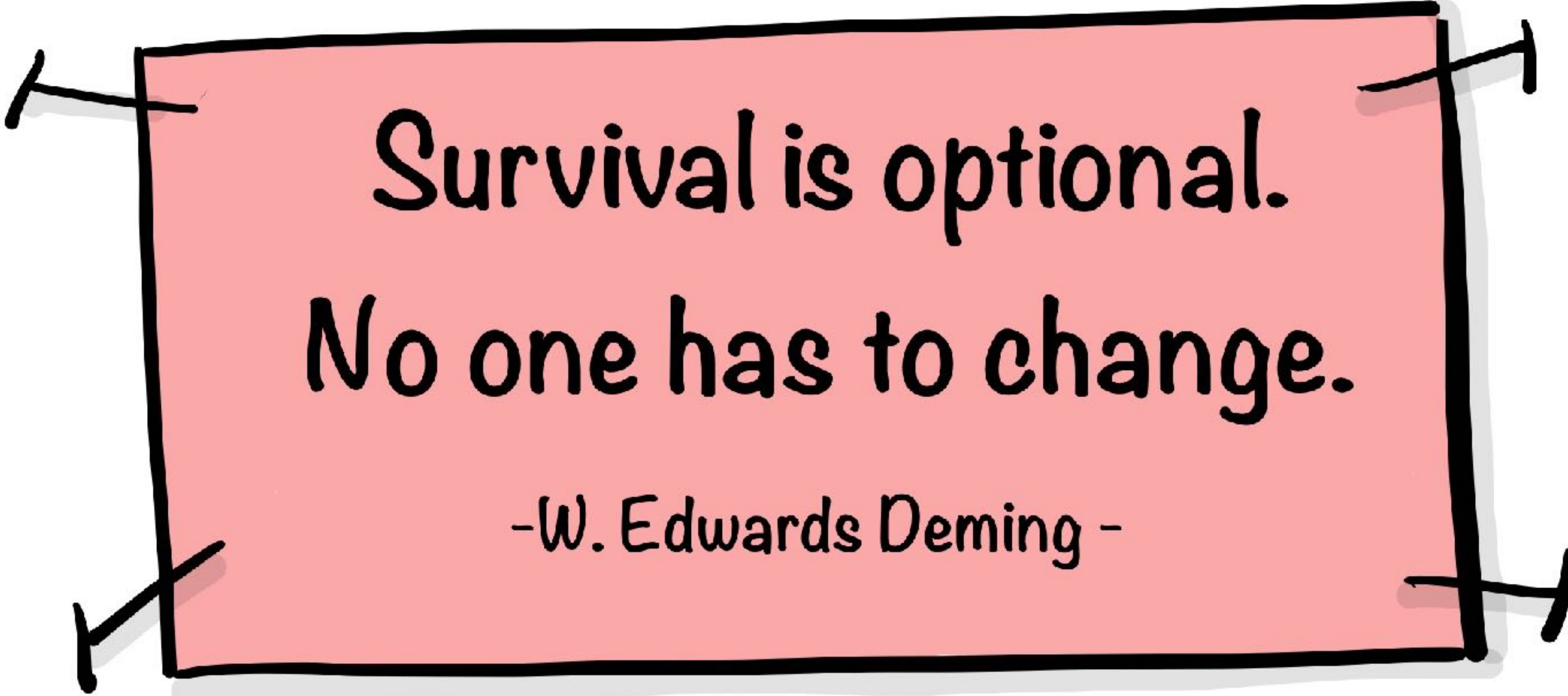


FOCUS

IT WILL BE MESSY



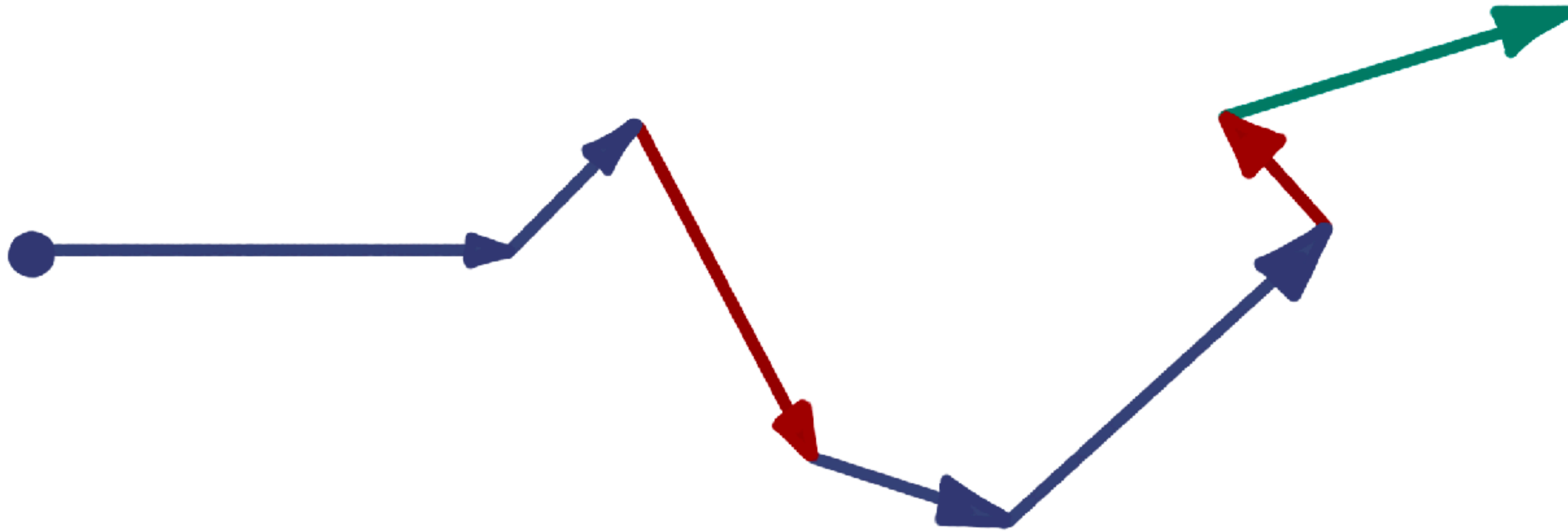
AND WILL TAKE LONGER THAN YOU EXPECT



Survival is optional.
No one has to change.

-W. Edwards Deming -

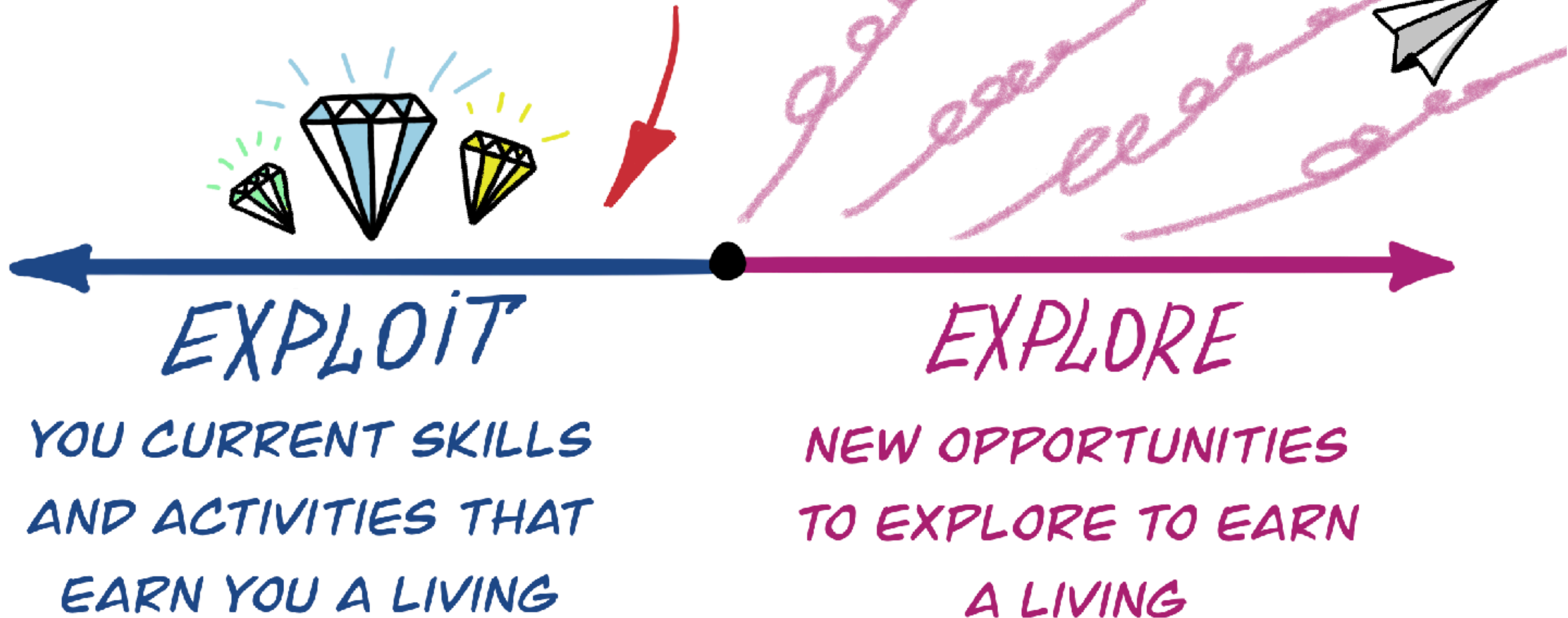
TO ADAPT TO THE CHANGING WORLD WE WILL NEED
TO PIVOT OUR CAREERS SEVERAL TIMES
THROUGHOUT OUR LIVE



THUS, THE MOST IMPORTANT SKILL FOR US TO LEARN
BECOMES ABILITY TO LEARN NEW SKILLS

YOUR PORTFOLIO OF SKILLS

You should start this
when the situation
is still good here



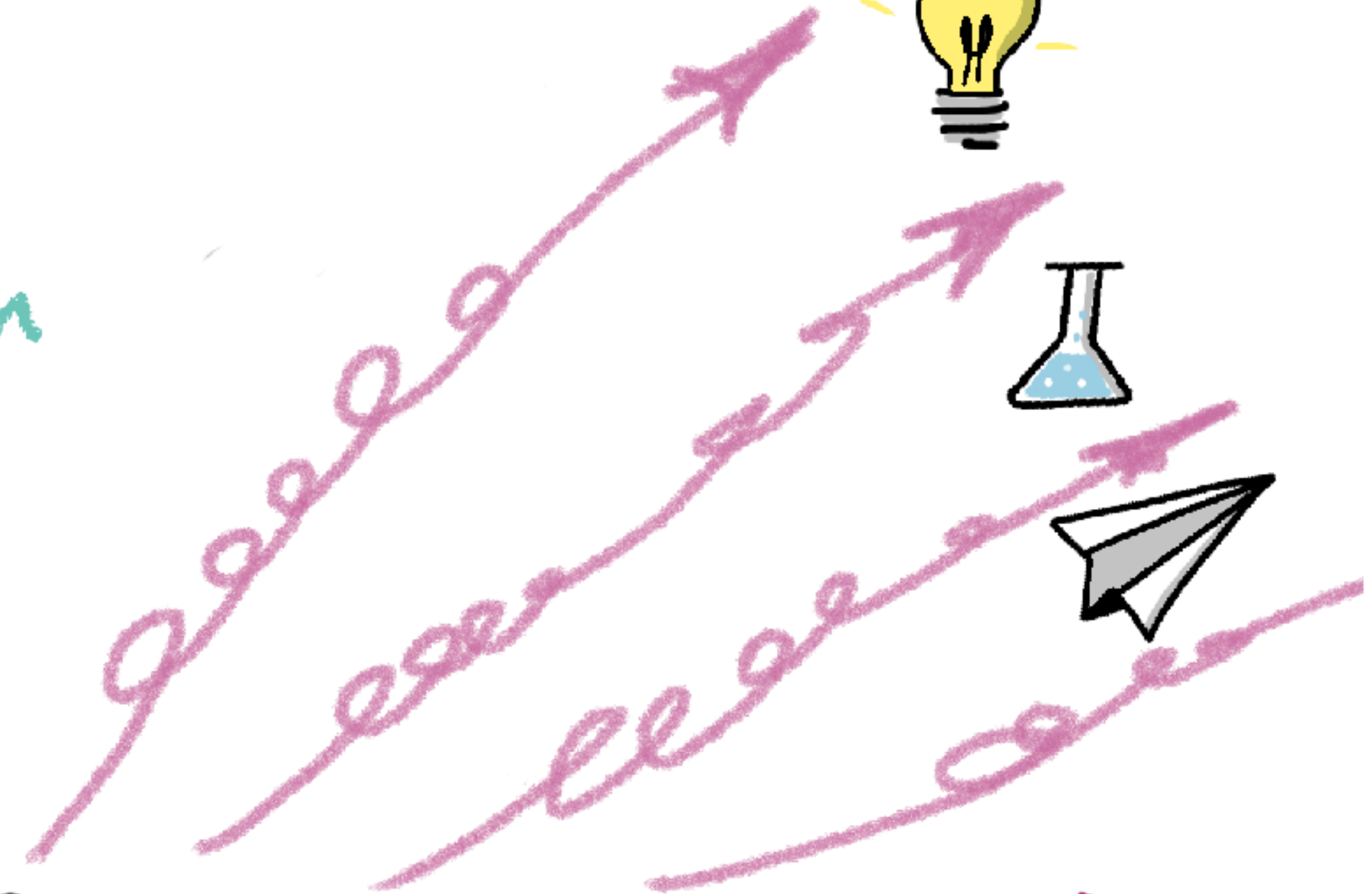
YOUR PORTFOLIO OF SKILLS

Assign time percentage for both types of activities



EXPLOIT

YOU CURRENT SKILLS
AND ACTIVITIES THAT
EARN YOU A LIVING



EXPLORE

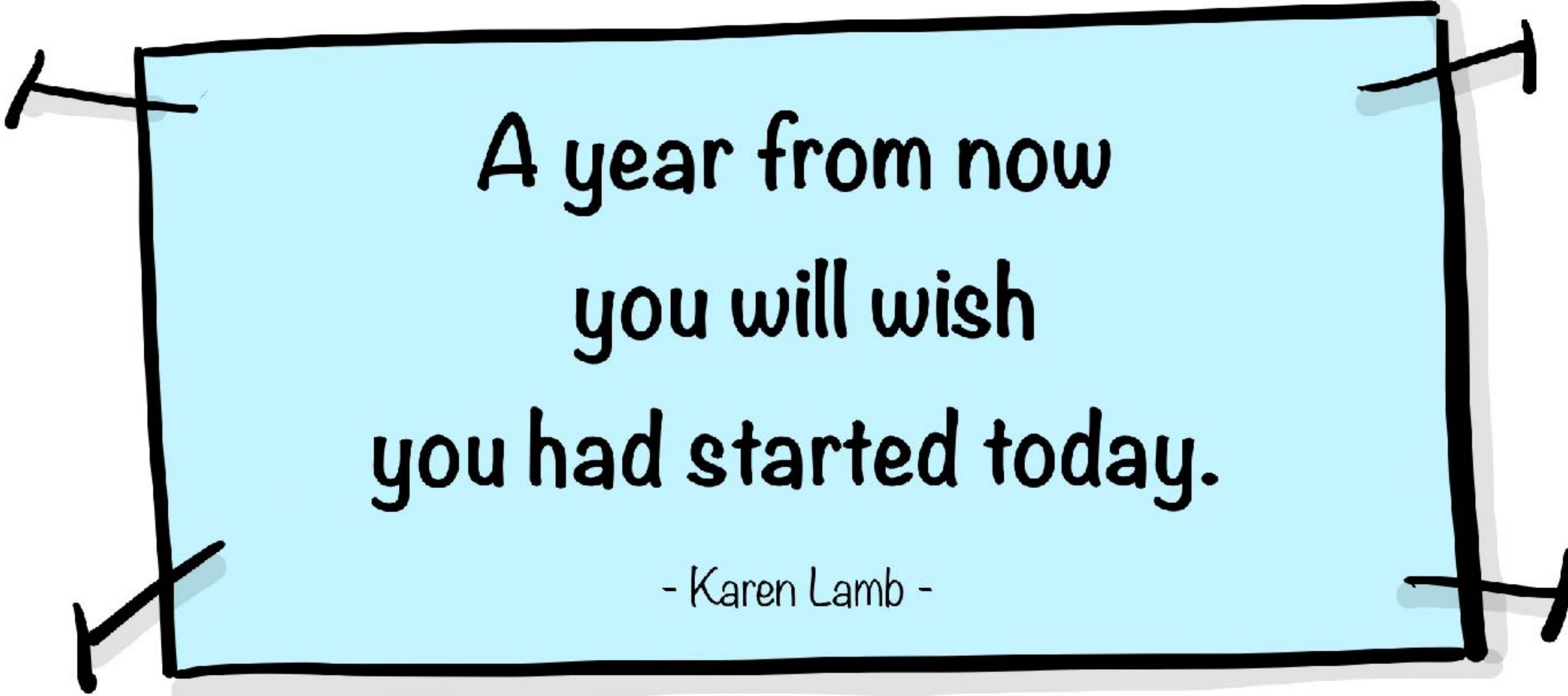
NEW OPPORTUNITIES
TO EXPLORE TO EARN
A LIVING

Your Next Step

Take a moment to write down **one small step** you will take in your journey of constantly reinventing yourself.

It can be tiny, simple, or bold – what matters is that it's **concrete** and **doable**.

And that you'll really do it.

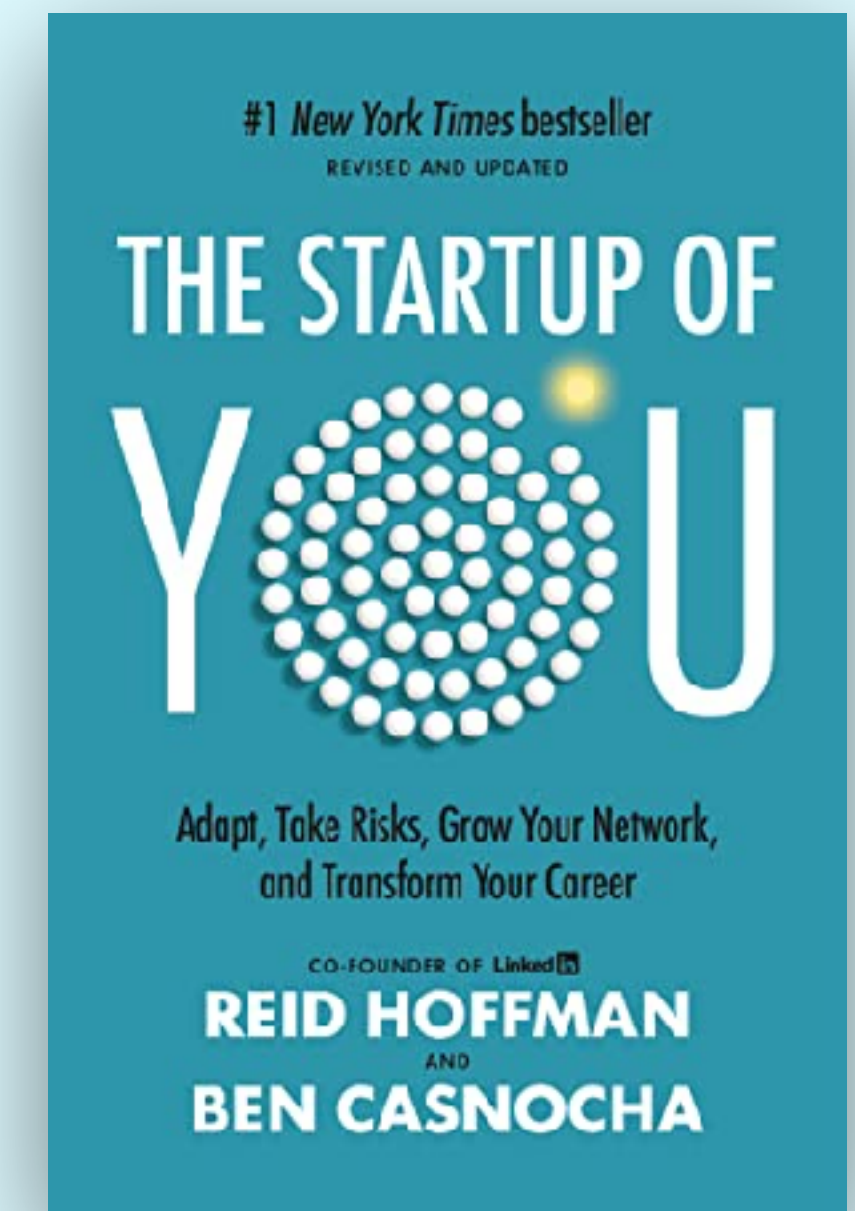
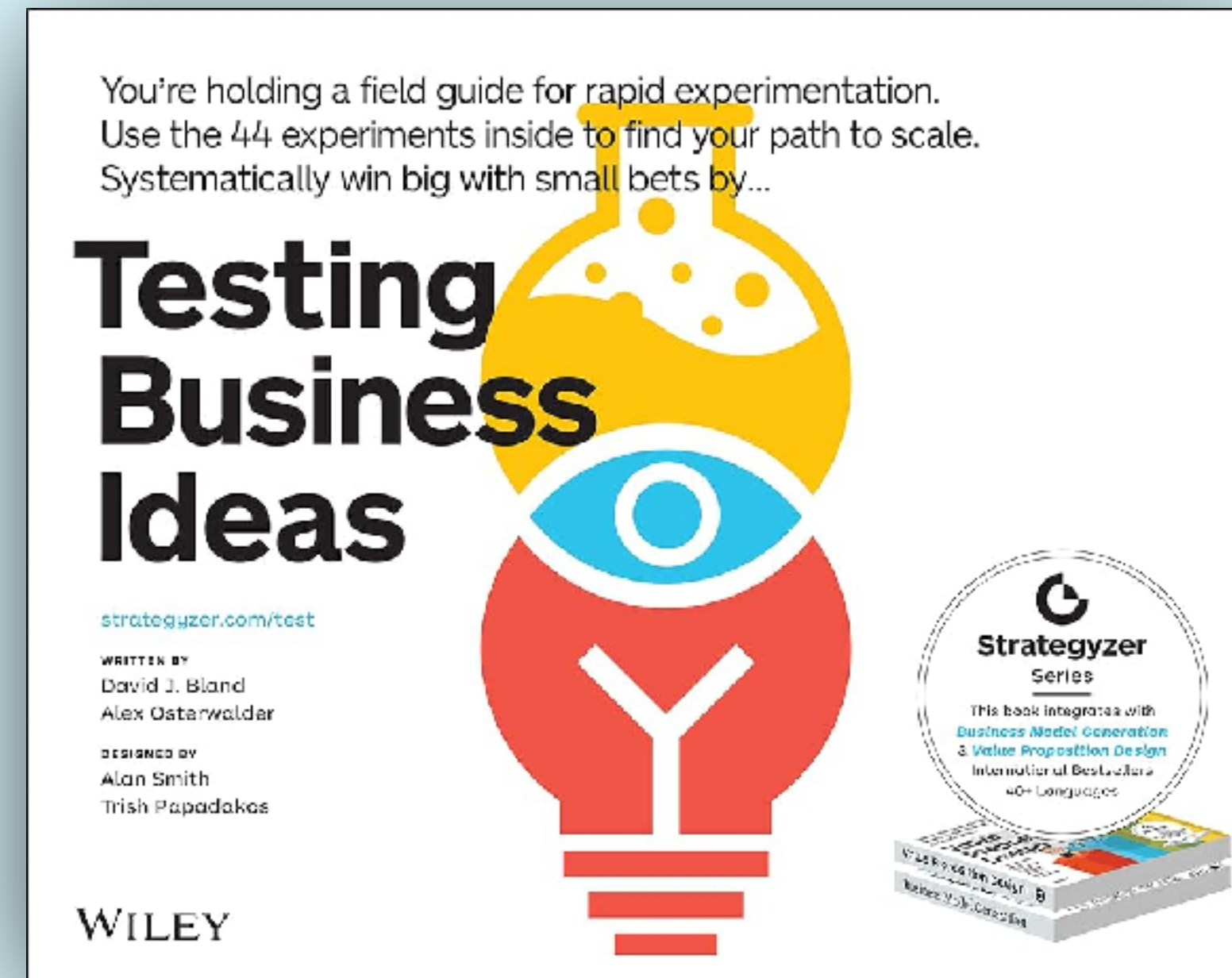


A year from now
you will wish
you had started today.

- Karen Lamb -

Start Today!

Interesting Reading



Slides and Pictures:



JULIAVASTRIK.COM

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